JANUARY 1, 1951

BROADCASTING
TELECASTING

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20TH year
The Newsweekly
Radio and
Television.

PUBLIC LIBRARY
JAN 3 1956
DETROIT

TECHNOLOGY DEPT.

P.S. This is not a generalization. WOR can prove it word for word with the greatest selection of success stories ever compiled by any station anywhere.

"hold on, Cudahay!"

Don't hide in a trunk. Get *action!* Year after year, for more than 28 years, the station that has sold more, more often, for more people, to more people is

—that power-full station **WOR**

at 1440 Broadway, in New York

R V.40

RADIO'S EVER MAGIC TOUCH

. . . the story of WLS and the 1,235,734 BOX TOPS!

Back in 1936, Little Crow Milling Company called on WLS to perform what seemed to be a most difficult task. They wanted to introduce a new kind of cereal, Coco-Wheats, to Midwest homes. What made the task seem so difficult was:

1. Not a single salesman was to be used.

2. Not a single package of Coco-Wheats was in the area.

3. Not a single buyer in the area had been called on.

Some said it couldn't be done . . . it was expecting too much of even the recognized great power of radio and WLS. But it worked. Radio's ever magic touch created desire, and turned that desire into actio WLS listeners were sold Coco-Wheats . . . demanded it of their merchants . . . and sent box tops to the station. Through 1950, WLS has received 1,235,734 box tops for this *one* account! Today, Coco-Wheats is well known and solidly entrenched throughout the Middlewest. WLS listener-response then and each and every year since is proof that WLS advertising produces volume sales.

This is but one example of the continuing effectiveness of WLS in building product acceptance . . . an effectiveness predicated on knowledge of and adherence to listeners' interest in their day to day business and home life in city or on farm. That builds listener loyalty—and listener loyalty is the substance of successful radio advertising.

For detailed information on how radio's ever magic touch can sell for you, contact your John Blair man, or write WLS today.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

Sell the Yankee Market the YANKEE Way...

Right on MAIN STREET

Do your selling in each large shopping center through the local Yankee Network home-town station. With Yankee you can get as close as that — appeal directly to the dealer's own customers with his own local station.

You can depend on every Yankee home-town station to add a plus to your sales, because each station has the local impact that only a local station with an established network audience can provide, reaching every neighborhood shopping center throughout the trading zone.

Yankee's 29 home-town stations provide the most complete and effective coverage you can buy in New England, tying into one great market the many prosperous centers of population in this six-state area. Choose Yankee for today's best buy in radio in New England.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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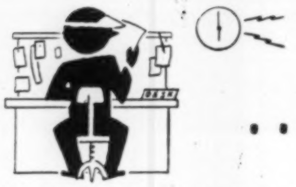
BROADCASTING TELECASTING



...at deadline

Closed Circuit

ASSN. OF National Advertisers, it's learned authoritatively, is undertaking new radio rate survey in TV markets, reworking data in light of changes in radio tune-in because of war emergency situation. New study will be based on Oct.-Nov.-Dec. Nielsen. First report, which caused consternation in radio ranks, was effectively attacked because it calculated TV "penetration" without taking into account radio listening factors.

ANA'S RADIO-TV COMMITTEE, which brought in last summer's report for radio rate cuts in TV markets, is now functioning under chairmanship of George Duram, media director of Lever Bros. He succeeds William Brooks Smith, advertising director of Thomas J. Lipton Inc., who spearheaded last year's project.

IF CBS CHAIRMAN William S. Paley decides to accept call to government service, it's likely to be special short-term assignment to make survey in critical materials field—far removed from radio or TV. It's possible, however, that if war situation worsens, he'll find himself back in colonel's uniform, possibly on staff of Gen. Dwight D. Eisenhower (who shortly assumes Supreme Command of Allied Forces in Europe), under whom he served in psychological warfare in World War II.

WHETHER OR NOT ABC finds another sponsor for Drew Pearson, who will be dropped in February by Adam Hat Co., it's definite that commentator will stay on that network. His contract with ABC runs from January to January and already has been renewed for 1951.

SHOULD NBC fail to receive 100% acceptance of its 48 AM affiliates in TV markets on its projected rate adjustment, prevailing view is that it will abandon plan for present. Network may find some solace, it's reported, in fact it can show advertisers and agencies that it's better to have tried and lost than never to have tried at all.

ANNOUNCEMENT shortly will be forthcoming on formation of new TV film distributing syndicate by two important entities in radio-TV and one in motion picture booking and distribution.

LEVER BROTHERS (Rinso) planning one-minute transcribed daytime spot announcement schedule starting Jan. 29 in 50 markets through Ruthrauff & Ryan, New York.

MERRILL MUELLER, onetime NBC news chief in London who covered SHAEF during World War II, is choice of Gen. Dwight D. Eisenhower for top public relations post with headquarters of Atlantic pact forces. Mr. Mueller, now NBC newsman in San Francisco, will report to new boss Jan. 2.

WITH his Senate Interstate & Foreign Commerce Committee assigned to study Defense Dept. proposals for Presidential power to control radio signals as protection against enemy attack, Sen. Ed C. Johnson (D-Col.) may himself write more restrictive legislation.

(Continued on page 82)

Upcoming

Jan. 8: National Collegiate Athletic Assn., Dallas.
Jan. 9: Provisional NBC Affiliates meeting, Waldorf-Astoria, New York.
Jan. 10: NBC AM Affiliates in TV markets, Waldorf-Astoria, New York.
Jan. 18: Industry Per Program Committee, Chicago.
Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 60)

Bulletins

VIRTUAL freeze on civilian use of cobalt in radio-TV magnet loudspeakers after Feb. 1 foreseen Friday with government order allocating metal and requiring magnet manufacturers to obtain approval of National Production Authority. Order permits users to consume roughly one-third of January 1950 amount, and applies to each purchase of 25 lbs. or more. NPA officials said defense and "essential" civilian production will require "almost total available supply."

STERLING DRUG, New York (Bayer aspirin), through Dancer-Fitzgerald-Sample, New York, preparing one-minute live daytime spot announcement campaign in 11 major radio markets starting Jan. 15 for 50 weeks.

NOVEMBER NETWORK SALES TOP FIGURE YEAR AGO

GROSS time sales of four radio networks in November totaled $15,891,148, slightly ahead of $15,855,162 combined gross for same month of 1949, according to figures released to BROADCASTING • TELECASTING by Publishers Information Bureau. For January-to-November period, however, 1950 gross of $167,782,676 does not match 11-month 1949 total of $171,391,445. For both month and 11 months, CBS 1950 grosses exceed that network's time sales in 1949, while other three networks all show decreases this year as compared to last. PIB figures show:

	Nov. 1950	Nov. 1949	11 Months 1950	11 Months 1949
NBC	$5,152,322	$5,558,195	$56,445,724	$58,381,653
ABC	2,925,819	3,406,989	32,357,189	38,686,362
CBS	6,455,478	5,573,015	64,200,179	57,628,644
MBS	1,357,529	1,316,963	14,779,584	16,694,786
TOTALS:	$15,891,148	$15,855,162	$167,782,676	$171,391,445

Three TV networks—ABC, CBS, NBC, with DuMont figures not available—had combined gross time sales of $6,524,858 in November. Breakdown follows:

	Nov. 1950	Nov. 1949	11 Months 1950	11 Months 1949
ABC	$1,239,184	$ 214,660	$5,325,681	$1,172,654
CBS	2,185,064	677,836	10,531,934	2,878,180
DuMont		124,435		848,775
NBC	3,100,610	1,035,808	17,941,535	5,473,738
TOTALS:	$6,524,858	$2,052,739	$33,799,150	$10,373,347

WHITE HOUSE MEETING

ANNUAL meeting of advertising and business executives to be held Jan. 11 under White House sponsorship. Some 200 executives invited, including members of Advertising Council. Executives will confer with top Washington officials, including Secretary of Commerce Charles Sawyer and Defense Mobilizer Charles E. Wilson. They will be briefed on defense program.

Business Briefly

DICTOGRAPH SERIES ● Dictograph Corp., San Francisco (hearing aid), Jan. 15-Feb. 1 sponsoring 14-program MBS series including *True or False*, *Maj. George Fielding Eliot*, *Lanny Ross*, *Mutual Newsreel*. Agency, Atherton Adv., Los Angeles.

REPRESENTATIVE NAMED ● Effective Feb. 1 H-R Representatives Inc. takes over national sales representation of WHUM Reading, CBS outlet, it is announced by Humboldt J. Greig, station president.

PETER PAN TV ● Derby Foods, Chicago, for Peter Pan Peanut Butter, has signed with NBC-TV for sponsorship of *Magic Slate* alternate Sundays, 4:30-5 p.m. (CT), starting Jan. 21 for 39 weeks. Agency, Needham, Louis & Brorby, Chicago.

ARMOUR ADDS ● Armour & Co., Chicago, Jan. 13 adds 20 stations to NBC *Dial Dave Garroway* in new five-weekly spot, 10:45-11 a.m. (CT), bringing outlets to 166. Agency, Foote, Cone & Belding, Chicago.

$800,000 ARMY PURCHASE OF TIME NEAR COMPLETION

U. S. ARMY Friday had almost completed purchase of more than $800,000 worth of time on two TV and four AM networks through Grant Advertising, Chicago. One firm order was set, for *Roller Derby*, half-hour weekly on ABC-TV, and others are expected to be confirmed this week.

Contracts are all for 13 weeks and will plug Army and Air Force recruiting. Shows chosen mainly for adaptability to live commercials, because of frequent need for last-minute changes. Second TV show considered seriously was athletic events from Madison Square Garden on DuMont. AM programs are as follows: ABC, Ralph Flanigan orchestra; NBC, portion of Operation Tandem; CBS, two weeks of *Great Gildersleeve* and parts of general lineup; MBS, *The Shadow*.

NAB BY-LAWS CHANGES

THREE amendments to NAB By-Laws, submitted to membership after November board meeting, adopted by overwhelming majorities. Amendments require 90 days notice for member resignation from NAB; eliminate office of vice president and substitute "fiscal" for "calendar" in Article 5 Section 3; specify unexpired board terms must be filled by electorate instead of by board itself, as in past.

FORREST JOINS WYATT

ARTHUR L. FORREST, formerly promotion manager of WOAI and KTSA San Antonio and recently with Denver agencies, joins Wyatt Adv. Agency, San Antonio, as office manager.

LORILLARD RULING UPHELD

FEDERAL Trade Commission's seven-year-old order directing P. Lorillard Co. to stop advertising that Old Golds contain less nicotine than six other leading brands was upheld Friday by U. S. Circuit Court of Appeals in Richmond, Va.

WSAV reaches more homes

than any other Savannah medium!

McRAE
DUBLIN
SWAINSBORO
AUGUSTA
WAYNESBORO
GLENNVILLE
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
WSAV-SAVANNAH
HAMPTON
ST. GEORGE
LANE
HOLLY HILL
MONCKS CORNER
WALTERBORO
CHARLESTON
GEORGETOWN

COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.
For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	**D 143,670** **N 109,100**	**D 82,080** **N 53,850**	**D 57,009** **N 33,786**	**D 42** **N 29**
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

Average Daily Circulation (ABC Reports):
Savannah Newspaper "A"—46,774

Savannah Newspaper "B"—23,807

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

CANNED CORN

....German Style

Things keep happening in radio to which there seems no sensible answer. Like Fritz the Plumber.

He's on WMIL. He talks in a burlesque German accent that smacks of Weber and Fields in their amateur days. He reads nonsense "commercials" straight from the corn belt of the nation. He plays (on request, so help us) recorded polkas and schottisches and the like to the accompaniment of his own inane introductions.

He's on the air for three hours a day; he pulls hundreds of letters a week and almost no one can equal his audiences when he gives forth with this stuff. (When Hooper reported a 5.6 for Fritz, for example, the average for the three network stations was only 2.4.)

Darned if we know why. But we're not complaining.

Jerry Sill

WMIL....... means MILWAUKEE

REPRESENTED BY FORJOE

BROADCASTING
TELECASTING

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Jonah Gitlitz, Elaine Haskell, Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

"Remember to pick up some Pork Chops on the way home!"

1111
A side light on the American meat industry

While just about everybody likes the idea of meat on the table, most folks also like the idea of turning the processing and curing chore over to the nation's meat packers.

That even goes for a lot of farm families right in the heart of the hog country. With prime porkers rooting all over the place, you'll find packer-processed meats in many a farm refrigerator.

This, we believe, says something important. When farmers find it's to their advantage to sell their animals to meat packers and buy just the cuts of meat they want from retailers, that's a pretty good indication that America's meat supply system is working all right.

It shows that the service performed by meat packing companies is well worth its moderate cost.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.

WMBD holds the Aces!

A
CHUCK BARNHART
Program Director
BROOKS WATSON
News Director
PHIL GIBSON
Local News Editor
EMIL BILL
Farm Editor

. . . another reason why

WMBD has more listeners

than the next 2

Peoria stations combined

Skillful local programming with widely popular personalities makes WMBD the winner in prosperous Peoriarea. Throughout the broadcasting day (and night), a steady parade of these and other interesting people received a warm-hearted welcome in the dominant slice of Peoriarea homes.

CHUCK BARNHART, Program Director has been in radio since 1938 . . . with WMBD since 1947 (recently he was named Peoria's "Outstanding Young Man of 1949"). Whimsical and with a fine sense of the dramatic, Chuck also has his own immensely popular "Chuck Barnhart Show."

BROOKS WATSON, News Director—With WMBD since 1937, Brooks' ability and popularity reached far beyond Peoria during his Army career. With the rank of Lieutenant Colonel, he was Chief of the Radio Section in the ETO . . . worked with both networks and the BBC. Back home now, he's Peoria's favorite newscaster.

PHIL GIBSON, Local News Editor—29 years experience as a reporter, columnist, newscaster and news editor! Peorians like their news fresh as their morning eggs—and Phil Gibson gives it to them quickly and accurately.

EMIL BILL, Farm Editor, brings showmanship to the farm. Raised on a farm, he later trouped 28 years in vaudeville circuits—thus makes the combination easy! Witty, personable and down-to-earth, he's a consistent favorite with rural audiences.

ASK FREE & PETERS

AM WMBD FM

PEORIA

CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

agency

ROBERT W. BALLIN, vice president in charge of Hollywood office Foote, Cone & Belding for past three and one half years resigns t accept position as vice president in radio and TV department J Walter Thompson Co., N. Y. He will work in administrative capacity o agency radio and TV accounts, in addition to other duties. Prior to joining FC&B he was head of Hollywood office Ruthrauff & Ryan, Inc. During that time he produced *Jack Benny Show* for R&R and later, when account shifted, for FC&B.

HARRY O'BRIEN, executive vice president of former O'Brien & Dorrance, N. Y., announces formation of new creative and consultant art director service, specializing in radio and TV. Mr. O'Brien for many years was art director at CBS and is president of New York Art Directors Club.

Mr. O'Brien

ALBERT TILT 3d, DuMont Television Network, t Erwin, Wasey & Co., N. Y., on TV staff.

L. ROCHE, director of advertising and public relations Flintkote Co., to Erwin, Wasey & Co., N. Y., in executive capacity.

GILBERT C. MORRIS, account executive and group head Fuller, Smith & Ross Adv., N. Y., and **RALPH W. NICHOLSON**, group head, same agency, elected vice presidents.

CHARLES W. KOPF, Marschalk & Pratt, N. Y., rejoins BBDO, N. Y., as copy chief for Armstrong Cork Co.

ETTORE FIRENZE, art director Brisacher, Wheeler & Staff, S. F., appointed vice president.

ARTHUR F. MONROE, director of public relations and publicity division J. M. Mathes Inc., N. Y., appointed vice president.

ROSS N. SMITH, production manager Stevenson & Scott Ltd., Montreal, to head new radio and TV department of agency.

L. K. WOODWARD and **CROFTON JONES**, Dana Jones Co., L. A., to Hixson & Jorgensen, L. A., as account executives.

YOUNG & RUBICAM, Toronto, moves to new Bank of Nova Scotia Bldg., King and Bay Sts.

AERATED PRODUCTS Co., L. A. (Instant Whip prepared whipped cream) appoints Davis & Co., L. A., to handle advertising. Firm currently using spot participations on local TV stations.

YOUR FOOD SELLING STATION

STATION, agency and advertising executives dropped in during an open house session held by WRVA Richmond, Va., as part of the annual dinner meeting of the Richmond Sales Representatives Assn. Among those attending were (l to r): James Clark, WRVA sales manager; Tom Sheehan, Bert Warner and Gibson Wright, representing Safeway Stores; Mark Evans, director of WRVA's Housewives Protective League, and Gordon Manchester, account executive, Lewis Edwin Ryan Adv., Washington advertising agency which handles the Safeway Mid-Atlantic division account.

beat

PLANS for Federal Department Stores to sponsor the *Shopper Show* on WXYZ-TV Detroit are set by (l to r) Sidney Jacobson, Federal's sales promotion manager; Charles Rosen, executive vice president of W. B. Doner Agency, Detroit, and John Pival, WXYZ-TV production director.

GLADDEN, McBEAN & Co., L. A. (manufacturers, diversified clay products), appoints West-Marquis Inc., L. A. to handle advertising.

HUDSON PRODUCTS Co., Long Beach, Calif. (Sleep-Eze sedative), names Erwin, Wasey & Co., L. A. advertising counsel. Radio will be used.

IRVING COLLIN, sales manager Foreign Language Quality Network, previously sales manager of WLIB New York and assistant sales manager WHOM New York, to S. Duane Lyon Inc., N. Y., as vice president. He will also act in capacity of account executive, director and time buyer of radio and television.

JACK BUCHOLTZ, production manager Supreme Displays, N. Y., to William Warren, Jackson & Delaney, N. Y., in the radio and television commercial production department.

DISCUSSING plans on the set for CBS-TV *People's Platform* are (l to r): Standing, Leon Levine, producer; Newell Schwinn, advertising manager, Household Finance Corp., sponsor of the show; Charles Collingwood, CBS newsman and program chairman; Norman LeVally, president, LeVally Inc., HFC agency; Al Waack, Eastern advertising manager for HFC and seated, Bill Shipley, announcer.

WANT A GOOD
RECEPTIVE AUDIENCE
AT A
GOOD LOW COST?
IN ROCHESTER, N. Y.?

BUY IN WHAM's

"Midnight
Merry-Go-Round"

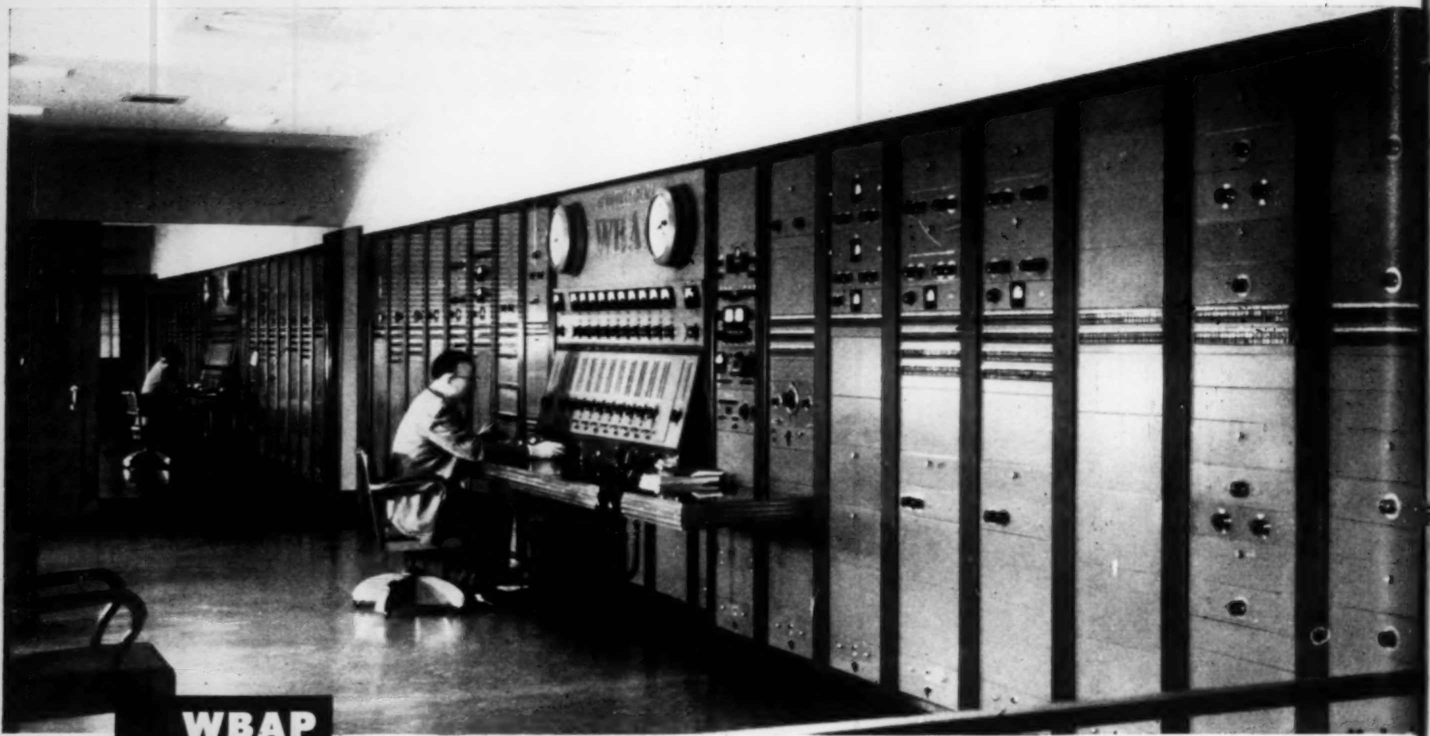
WHAM's 11:20 P.M. to 12:30 A.M. coverage stretches over 23 New York counties, plus the huge bonus territory you get from a clear channel at night. There's always a sizable, receptive audience tuned to Bob Keefe's platters. And—just to put frosting on this late-hour cake—there's a late news summary at midnight and a sports roundup at 12:05.

See your Hollingbery man for details about lowest cost availabilities on "Midnight Merry-Go-Round"

WHAM

The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc



WBAP
FT. WORTH, TEXAS

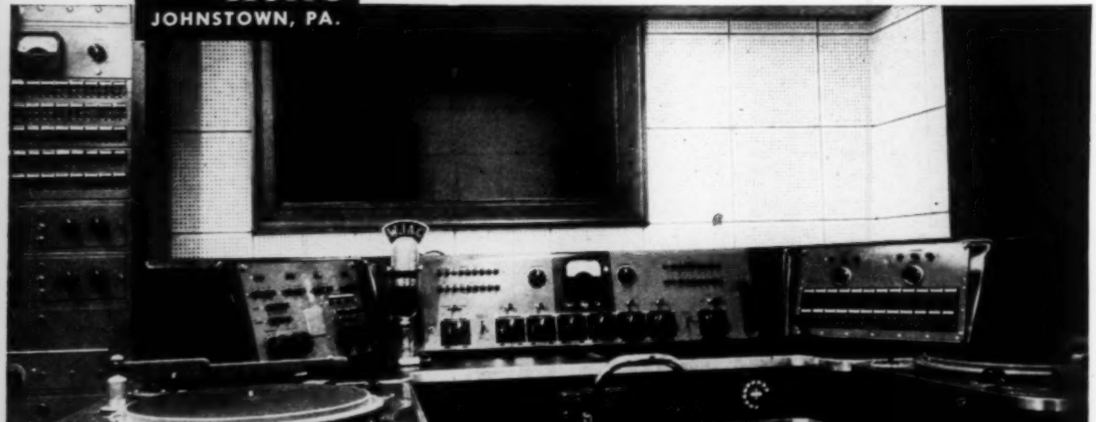
This master control console, including 16 de luxe audio equipment racks, is part of a modern 6-studio layout—custom-built by RCA. Designed for AM, FM and TV operation, this "In-Line" design handles 16 studio inputs and feeds 10 output channels—simultaneously, or individually, by a pre-set relay system.

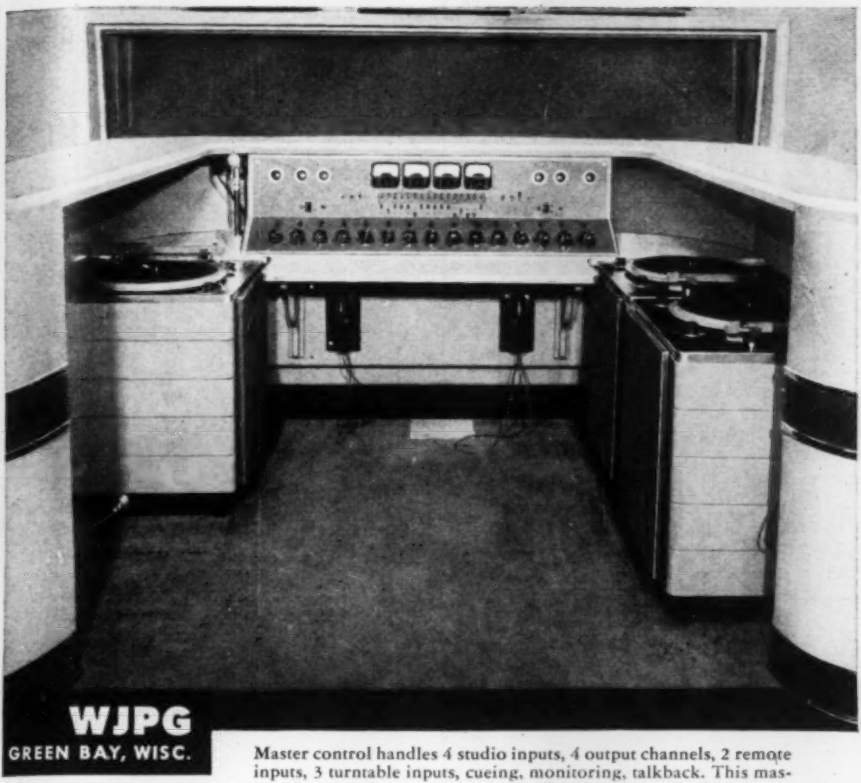
GR

Unlimited audio fa

Two supervisory positions like this one handle 4 studios, 2 outgoing lines. It includes telephone ringdown, remote switching, talkback, monitoring, and cueing. This set-up uses existing RCA Consolettes—makes studio and master control functions possible in one location.

WJAC
JOHNSTOWN, PA.





Master control handles 4 studio inputs, 4 output channels, 2 remote inputs, 3 turntable inputs, cueing, monitoring, talkback. This master control and one sub-master handle all program needs.

A few of the many de luxe units available

- Supplementary equipment for Consolettes—switching systems, extra inputs and outputs, jack strips, ringdown, sound-effects filters, and line equalizers
- Master control equipment—to handle any number of studios
- Matched custom wings for consolettes—for studio and master controls
- Custom racks for relay switching
- "One-man" control layouts
- Master control console combinations
- Studio control consoles
- Custom recording—for separate or simultaneous recording
- Custom recording control turrets
- Mobile recording equipment—disc recorders, tape recorders, record playbacks. Everything including the motor vehicle.
- Audio/Video equipment—custom audio, plus video switching, monitors, stabilizing amplifiers.

facilities.....for SMALL STATIONS MEDIUM STATIONS LARGE STATIONS

RCA fine custom-built studio control systems

With RCA Custom-Built equipment you can extend your audio facilities almost without limit. No matter what size the system, experienced RCA design assures instant, fool-proof switching without program level "pops" or "breaks." Fidelity of sound meets the requirements of the world's severest critics.

Suitable for every AM, FM, and Television station—small, medium, or large—RCA Custom-Built Systems are "individualized" to handle all the studio-control operations anticipated by the individual plant. Any number of station studios may be provided for . . . any number of remote lines . . . any type of master control . . . all the monitoring, talkback, and cueing facilities needed . . . every conceivable facility for controlling program operations and reproducing high-fidelity sound. True cabinet craftsmanship combines durability with function. Handsome styling and finish enhance station prestige.

Consultation on Custom-Built equipment is provided without obligation to every station—any size. Service includes detailed layout proposals, diagrams of equipment and facilities, artist's sketches by RCA functional design experts, thorough counsel by RCA's experienced staff of broadcast specialists. Where plans are already down on paper, RCA will be glad to work from these—co-operate closely with your principals.

Your RCA Broadcast Sales Engineer can tell you about this service. For complete information call him, or write Department 19 AA, RCA Engineering Products, Camden, New Jersey.

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

ASK THE MAN WHO KNOWS...

There's no guesswork or fumbling around in the Atlanta Market when you buy WGST. The top ABC shows, the best in local programming plus on-the-spot merchandising means a winning combination. Ask the man who knows—the Atlanta Businessman — more local advertisers buy more time on WGST than any other Atlanta Station.

WGST
ABC · ATLANTA
5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

new business

PROCTER & GAMBLE, Cincinnati (Oxydol), planning TV spot test women's programs in Grand Rapids and Buffalo. Agency: Dance Fitzgerald-Sample, N. Y.

TRIANGLE LABORATORY, Chicago (Rid-X), appoints M. M. Fish Assoc., Chicago, to handle advertising. Radio and other media will used in 1951 campaign.

TOFFENETTI RESTAURANT Co., Chicago, names Alfred Paul Berge N. Y., to handle all advertising of firm's New York Toffenetti Restauran Latter began sponsoring portions of Tex and Jinx show on WNBC Ne York, Dec. 26 for 26 weeks.

SCUDDER FOOD PRODUCTS, Inc., L. A. (Scudder mayonnaise, peanu butter) today (Jan. 1) starts total of 11, 20 and eight second spot weekly on seven Los Angeles television stations. Contract, 13 week Agency: Davis & Co., L. A.

Network Accounts . . .

PALMOLIVE After Shave Lotion announces *Bill Stern Show* will renamed *Bill Stern's Sports Newsreel*, Fri. 10:30 p.m. on NBC-T Agency: Ted Bates & Co., N. Y.

REXALL DRUG Co. Ltd., Toronto (chain stores and drug products Jan. 7 for 39 weeks starts *Amos 'n' Andy* on 30 Dominion network sta tions, Sun. 7:30-8 p.m. Agency: Ronalds Adv., Toronto.

INTERNATIONAL SILVER Co., N. Y. (1847 Rogers Brothers), wi sponsor new daytime TV show, *Success Story*, featuring Betty Furness Tues. and Thurs., 2:15-2:30 p.m., on WJZ-TV New York, starting Jan. Agency: Young & Rubicam, N. Y.

AMERICAN TOBACCO Co. to sponsor Jack Benny's second TV show half-hour program on a Sunday night at 7:30-8 p.m., exact date to b announced shortly. Time for program will be relinquished by *This I Show Business* which also is sponsored by American Tobacco. Agency BBDO, N. Y.

LEWIS FOOD Co., L. A. (Dr. Ross dog cat foods) Jan. 4 starts *Tarza* series half-hour weekly on 45 Don Lee stations, Thurs., 8-8:30 p.m. PST Contract 52 weeks. Program transcribed by Commodore Productions Hollywood. Agency: Rockett-Lauritzen, L. A.

METROPOLITAN LIFE INSURANCE Co., New York, today (Jan. 1 renews for 52 weeks, Mon. through Fri., *David Vaile News*, on 6 CB Pacific stations, 8:15-8:30 a.m. PST. Agency: Young & Rubicam Inc N. Y.

DOUBLEDAY & Co. Inc., N. Y., for its Dollar Book Club, to sponso Jan. 10 broadcast of *Modern Romances* over ABC, 11-11:30 a.m. Agency Thwing & Altman Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Alber Smoking Tobacco), renews *Grand Ole Opry*, Sat., 10:30-11 p.m., ove NBC, for 52 weeks effective Jan. 6. Agency: William Esty Co. Inc., N. Y

WM. WRIGLEY Jr. Co. Ltd., Toronto (Wrigley gum), Jan. 2 starts fo undetermined period *Life With Luigi* on 23 Trans-Canada network sta tions, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Adpeople . . .

JOSEPH SWERSEY appointed manager variety chain division in charg of sales and merchandising for Tintair product of Bymart Inc., N. Y Was with Eversharp Inc., Chicago.

FRED M. FARWELL, vice president International Business Machine World Trade Corp., Rio de Janeiro, Brazil, appointed executive vic president S. C. Johnson & Son Inc. He will assume duties April with headquarters in Racine, Wis.

IN NORTH CAROLINA

WSJS

DELIVERS

A 15-COUNTY MARKET
With Over
$60,042,000* General
Merchandise Sales
*Sales Management 1950
Survey of Buying Power

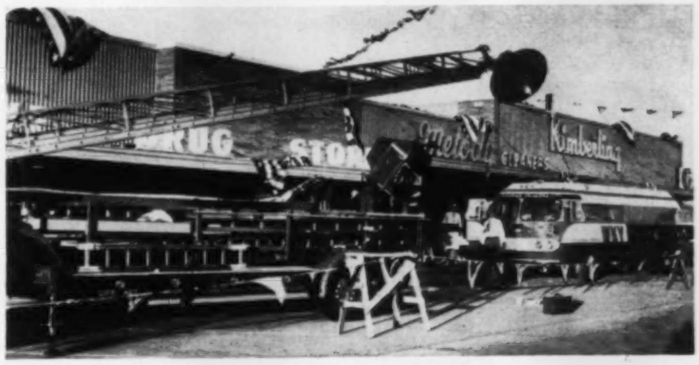
MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS

The Journal-Sentinel Station
AM-FM
WINSTON-SALEM

NBC Affiliate
Represented by:
HEADLEY-REED CO.

feature of the week


WKY-TV's high-flying parabola goes up on the end of an Oklahoma City Fire Dept. ladder truck.

* * *

AN old familiar cry—Call the Fire Dept.—got a new meaning in Oklahoma City when WKY-TV called out the local hook-and-ladder boys to do some emergency height-supplying.

A remote telecast from the opening of a new shopping center in Oklahoma City was scheduled by WKY-TV, but when station engineers made a check of the site they found it to be in an extremely low geographical spot—so low that none of the available structures was tall enough to mount a para-

(Continued on page 72)

on all accounts

HEADING the radio and television department of one of the larger agencies in Philadelphia is a far cry from practicing law, being an executive in a department store or an advertising manager for a sales organization.

Edmund H. Rogers (Ned to his associates) held each of these positions before he added his name to Jerome B. Gray's and in 1931 became a partner in Gray & Rogers advertising agency.

Ever since his undergraduate days at the U. of Pennsylvania, where he took part in the Mask & Wig shows, Ned has had a desire to do creative work.

Ned's father, Col. John F. Rogers, was one of Philadelphia's most distinguished attorneys and Judge Advocate General in the state administration of Governor Hastings. Like every father, he wanted at least one of his sons to follow in his footsteps. Ned's three older brothers had chosen engineering, so he became a lawyer.

After a short fling at practicing law, Ned gave up his practice and went with the Wanamaker Store in Philadelphia. He became an executive in the merchandising department and also got his first taste of advertising. In 1924, he was named advertising manager of the Studebaker Sales Co. in Philadelphia.

In 1931 Jerome B. Gray asked Ned to join him in the advertising agency Mr. Gray had started four years earlier. Even then Ned did not immediately realize his ambition to do creative work. Due to his business background, he became business head of Gray & Rogers and kept his eye on finance. But he did finally get his wish.

Today as head of the radio and television department of Gray & Rogers (he still keeps his eye on the finances), Ned Rogers is responsible for the supervision of everything from spot announcements to telecasting of the Mummers Parade and football games.

Shows for which Ned is responsible include the Fidelity-Philadelphia Trust Co.'s half-hour televi-

NED

(Continued on page 73)

first
IN THE WASHINGTON
MARKET

7 A. M. NEWS
with
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over five years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 1 WASHINGTON, D. C., JANUARY 1, 1951 $7.00 A YEAR—25c A COPY

NBC AFFILIATES UP IN ARMS

Form Anti-Rate Cut Bloc

By J. FRANK BEATTY

SOME two-score NBC affiliates blew their tops once again last week as they scanned a confidential document from NBC which explained in detail why the network felt it had to cut evening radio rates in TV cities.

Aroused and organized after a fortnight of indecision and informal talks, affiliates started to prepare, through a provisional committee, for the Jan. 10 New York meeting called by NBC to study rate surgery the network had tried to impose in December [BROADCASTING • TELECASTING, Dec. 25, 18, 1950].

On top of that, angered affiliates laid groundwork for their own private session Jan. 9 at the Waldorf-Astoria, New York. This dinner meeting will serve as an organization and briefing session in advance of the main gathering the following day.

Judging by advance indications, at least 50 affiliate station executives will attend the private dinner meeting and the joint meeting to be held the following day.

Members of the provisional station committee indicated last week, after hearing from NBC stations in TV areas, that stations will stand up and fight against any network effort to slash rates.

Prepare for Fight

Meantime, groups of affiliate executives are reviewing selected portions of the NBC bulletin. They will bring their findings together this week and go to New York prepared for a knock-down battle to prevent the network from slicing radio rates and perhaps setting in motion a nationwide rate debacle.

As members of the provisional committee heard from affiliates last week they reached the conclusion that NBC will have little support outside its owned stations. They reported many stations felt NBC's confidential bulletin was full of holes.

One member told BROADCASTING • TELECASTING that no affiliate contacted by the committee was willing to go along with the NBC rate cut. An affiliate listed as in favor of the cut originally is said to have made a flat denial that he had endorsed the idea.

Affiliates, in many cases, are said to insist they can't possibly take a rate cut at this time with present operating costs and the chance that costs will go even higher. They complain that income from network time is low compared to revenue from local and national spot. Some station operators have muttered dire threats about what they would do if NBC decided to resist the affiliates and insist on slashing rates.

The provisional committee comprises Clair McCollough, Steinman Stations, chairman of the NBC Stations Planning & Advisory Committee; Tom A. Brooks, Hearst Radio (WBAL Baltimore); Lee B. Wailes, Fort Industry Co. (WSPD Toledo); P. A. Sugg, WKY Oklahoma City; William Fay, WHAM Rochester, and Nathan Lord, WAVE Louisville.

In general, NBC's affiliates argued that the network had pulled a fast one on them. As late as October, during the NBC affiliates' convention at White Sulphur Springs, network officials are said to have assured stations no rate cut was in sight and nothing of the sort could happen this year.

Affiliates argued there's no excuse for rate cuts at this time. Sure, maybe the AM network operation will feel the pinch as advertisers jockey for lower rates, they contend, but that's nothing new in a business operation. What the network should do, they insist, is order officials to develop new clients and new business.

Feeling persists that the network should have raised rates two or three times in the last decade to keep pace with increased circulation and increased listening. Stations, they remind, have had two or three rate hikes in this decade. Other media, too, have done the same thing.

'Need More Selling'

"What's the hurry?" one affiliate executive asked. "They say they can't sell enough time. What NBC needs is more selling. Actually, this is the third or fourth rate cut by NBC in the last few years, including the rate scales on Operation Tandem, Sunday afternoon time, and similar efforts.

"Nobody else is cutting rates. This thing is doing incalculable harm to the entire industry. Radio is still the cheapest medium in the world."

William B. Way, vice president and general manager of KVOO Tulsa, was among affiliates who harshly criticized NBC.

"The attempt at AM network rate reduction is another means of forcing this medium to pay for television," he said. "This is evident when consideration is given to the fact that TV schedules are sold out yet station owners continue to suffer losses or admit that they are barely breaking even.

"It seems the obvious thing is to raise TV rates. If this then forces some TV advertisers off that medium they may return to more profitable AM. If increased rates do not force any advertiser off TV then increased cost must prove profitable to the users.

"Either way each media will have to stand on its own feet. After all, the only right way to figure advertising costs is on a per-person-

(Continued on page 64)

SPORTS POLICY TALKS

Radio-TV at Stake

POLICY actions at which the future of sports broadcasting and telecasting are at stake will be taken in the next few weeks as professional and scholastic interests add up their box office reports and try to work their way out of what they contend is a dilemma.

The problem of sports telecasting was worked over in detail last week by the convention of the College Physical Education Assn., held at the Hotel Adelphia, Philadelphia. Campus representatives, who operate on the policy level as against the field activities of more publicized coaching staffs, heard Jerry Jordan, leading sports research specialist, present new figures showing that TV hasn't hurt scholastic or professional sports.

In the professional sports field, representatives of radio-TV interests as well as other media will take part in a meeting to be held Jan. 15 at Columbus. The session was called by George Trautman, president of the American Assn. of Professional Baseball Leagues.

Representing radio-TV industries will be officials of NAB and Radio-Television Mfrs. Assn. President Justin Miller and General Manager William B. Ryan are expected to appear for NAB. President Robert C. Sprague is slated to represent RTMA. Mr. Jordan is understood to have been invited.

Appearing Friday before the physical education officials, Mr. Jordan contended television has not hurt newspapers, magazines, radio, entertainment or sports attendance to the extent many persons had predicted. He spoke for a half-hour with a half-hour discussion period following.

NCAA Meet Jan. 8

Scheduled Jan. 8 is a meeting of the National Collegiate Athletic Assn., representing big colleges. This meeting will be held at Dallas. NAB has been invited to appear. Many of the coaches and athletic officials planning to attend the Dallas meeting are understood to have jumped to the conclusion that TV has dealt college football a brutal blow. Some of them plan to demand a flat NCAA ban on football telecasts.

Mr. Jordan told the physical education group Friday that the media, entertainment and sports industries have been operating at or very close to the highest levels in their history despite the fact that 1950 was the dangerous novelty period in TV's development.

In the three years of video's growth, he said, 173 daily newspapers, mostly located in TV markets, have added 1,100,000 circulation; that more radio stations had been built in the last five years than in the 25 years previous, with 2,045 now operating compared to 943 in 1945. Fifty-four million new radios have been bought in the same period, he said.

"Thirty-one magazines have had a 32% increase in circulation in the last 10 years," Mr. Jordan said, "and despite a $3 billion drop in personal income in 1949, the public still spent $144 million more on recreation than in 1948. In 1950, there are moderate declines in

(Continued on page 79)

NAME HIGGINS

KMBC-KFRM Sales Head

GEORGE J. HIGGINS, for the past three years manager of WISH Indianapolis, Friday was appointed vice president in charge of sales for KMBC-KFRM Kansas City, Mo., by Arthur B. Church, president of Midland Broadcasting Co. The appointment is effective Feb. 1, Mr. Church said in making the announcement.

Mr. Higgins

No successor to Mr. Higgins has been named at WISH by C. Bruce McConnell, who last week was granted FCC consent to acquire control of the licensee corporation, Universal Broadcasting Co. (see story page 66). It is expected, however, that Mr. McConnell's son, Bob McConnell, will be in charge of the stations involved in the consolidation. In addition to WISH, the outlets include WHBU Anderson, WANE Ft. Wayne and WHOT South Bend.

Sports Figure

Mr. Higgins was vice president and general manager of KSO Des Moines, Iowa, from 1944 to 1948. Prior to that he served for two years as manager of the St. Paul office of WTCN Minneapolis - St. Paul. Mr. Higgins first joined that station in 1931 as sports director.

In 1938 Mr. Higgins did the play-by-play of the World Series for the Blue network and in the same year broadcast the All Star Football game from Chicago. He has long been active in sports and is past president of the American Hockey Assn. and at one time was president of the American Assn. of Baseball Broadcasters.

At present Mr. Higgins is a member of the NAB board and its Television Committee. He also served for two years on the CBS Affiliates Advisory Board.

NORGE SPOT DRIVE

To Use 47 Non-TV Markets

NORGE Division of Borg-Warner Corp., Detroit, begins a concentrated radio spot campaign in 47 non-TV markets Jan. 15 for a year. Initial 21-week campaign will begin with about 150 spots weekly, doubling during the spring. Schedule is expected to be dropped in the summer and resumed in September.

Transcribed announcements and occasional live participations will advertise the entire Norge line, stressing refrigerators, gas and electric ranges and washers. *Four-Star Review* on NBC-TV, which Norge began sponsoring last Wednesday, supplements the radio campaign. Agency is J. Walter Thompson Co., Chicago.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now WOF ish happy to bring you shounds of New Year's revelry!"

RAYMER CHANGES

McKinnie, Allison, Schofield Shift

PROMOTION of Ralph E. McKinnie, account executive of Paul H. Raymer Co., to be sales manager in charge of the firm's New York office, and appointment of John D. Allison as account executive for both radio and television, were announced last week by Paul H. Raymer, president of the representative firm.

Mr. McKinnie has held account executive positions with CBS-TV and the DuMont Network, and earlier was national sales manager for WCKY Cincinnati. As a Naval officer for five years just before and during World War II, which included service as an executive officer in the South Pacific, Mr. McKinnie reportedly is the "Mr. Roberts" in the book and play of that name by Thomas Heggan.

Mr. Allison entered radio and television with Headley-Reed Co., New York, about 11 years ago, eight of which he served as a vice president. Subsequently he was vice president and general manager in charge of the New York office of Taylor-Howe-Snowden Radio Sales.

Also announced was the appointment of Arthur C. Schofield, until recently director of advertising and sales promotion for the DuMont network, to head the reorganized and expanded sales research and promotion departments of Paul H. Raymer Co. Mr. Schofield earlier was associated with the Philadelphia stations, KYW and WFIL, and with WPAT Paterson, N. J.

Mr. Allison

Mr. McKinnie

Plans for Mr. Schofield's departments include provision of various services to client-stations. Surveys to obtain sales and market data, studies of trends, and research into sales effectiveness are planned. Aids in promotion, preparation of sales literature and presentations, and development of new selling approaches will be offered. More frequent visits and improved liaison with client-stations also have been prepared.

Mr. Raymer

Mr. Schofield

Concluding the announcement, Mr. Raymer said: "Although the Raymer Co. has for years maintained a research and promotion department, we felt the need for increased services and greater facilities was present today to such a degree as to warrant a complete reorganization of these vital functions."

CASH NAMED

NBC Station Relations Dir.

NORMAN CASH has been appointed director of radio station relations of NBC, effective today (Monday), to replace Easton Woolley, who resigned last November to become vice president of Intermountain Broadcasting and Television Corp. in Salt Lake City.

Mr. Cash joined NBC in 1940. Since March 1948, he has been a member of the stations relations department. As a wartime lieutenant in the Corps of Engineers, he was awarded the Bronze Star.

D-F-S TOPS

In Agency Gross Billings

DANCER-Fitzgerald-Sample, New York, for the 17th consecutive year tops the 20 leading advertising agencies for gross radio time billing during 1950, the agency revealed.

Top 20 agencies and billing:

Dancer-Fitzgerald-Sample, $19,088,843; BBDO, $11,669,127.60; Benton & Bowles, $8,078,006; J. W. Thompson, $7,467,085.80; Young & Rubicam, $7,401,297.60; Wade Adv. $7,123,058.60; Biow Co., $6,792,163.80; Compton Inc., $6,206,568.60; Cunningham & Walsh, $5,076,845.60; Foote, Cone & Belding, $4,478,083.60; John F. Murray, $4,444,131.30; Ward Wheelock, $4,168,077; William Esty, $4,004,055.80; Duane Jones, $3,948,795.40; McCann-Erickson, $3,819,437.80; Leo Burnett Co., $3,519,243.80; Ruthrauff & Ryan, $2,903,695.20; Cecil & Presbrey, $2,652,439; Knox & Reeves Inc., $2,530,253, and Sullivan, Stauffer, Colwell & Bayles, $2,093,199.

AUDIENCES UP

Hit All-Time High

BROADCAST Audiences (radio plus TV) are at an all time high, according to the December Hooperating Pocketpiece, which shows 25% of the 33 TV cities reported on as having higher average evening audiences in November 1950 than in any other month in the 15 years of audience reporting by C. E. Hooper Inc.

Philadelphia showed the greatest increase in evening sets-in-use over the base year of 1948, up 68% in Nov. 1950 from Nov. 1948.

Cities with the highest percent of evening set-use in November were: Pittsburgh, 46.3; Cleveland, 46.0; Milwaukee, 46.0; Philadelphia, 45.9; Buffalo, 45.5; Baltimore, 45.5; Cincinnati, 45.2; Minneapolis-St. Paul, 44.3; Columbus, 44.2; Dayton, 43.8.

Wide Open Mike

EDITOR:

I appreciated very much the desk calendar which BROADCASTING • TELECASTING, sent to me for Christmas. I looked through it very carefully to see if you had scheduled some of the major decisions which the Commission must make during the year. How can the Commission get the business done if you don't give us the "planned approach" for solving our problems?

With kindest regards and all good wishes for the New Year.

Wayne Coy
Chairman, FCC

[Editor's Note: We regret we're late with our recommended 1951 FCC Time-Table embodying that "planned approach." Work now is in process by our Planning Board, but budgetary factors, plus inordinate delays occasioned by unexpected developments (such as color TV and TV educational proceedings) interrupted normal processing lines. Schedule will be upcoming in early issue.]

NETWORK GROSS SALES

Oct. '50 Nears '49 Level—PIB

GROSS network time sales for the month of October 1950 came very close to equalling those of October 1949, with this year's total mounting to $16,153,627 compared to last year's $16,413,883, a difference of only 1.5%, according to figures released to BROADCASTING • TELECASTING by Publishers Information Bureau.

Advertisers in many important classifications continued to show an increase in their network time purchases (see Table I). Procter & Gamble Co. once again led the sponsors with October purchases of $1,685,453, a decided increase over last year's same month total of $1,338,449.

Few Declines

Two evidences of a slight decline, however, were Sterling Drug Co. which spent $679,002 this October, as compared to last year's $686,789, and third place Lever Bros., whose October 1950 total was $661,043 and October 1949 total, $673,769.

Fourth place was taken by General Foods this year, which bought time worth $635,293 and last year ranked 8th with total purchases of $516,663. Miles Labs retained its October '49 fifth position during the month of October 1950, but increased its expenditures this year to $628,706 from last year's $559,331.

Expenditures of $3,917,790 placed the Food Producers in first position among the product group classifications during October 1950. Within the food group, General Foods led all other advertisers by purchasing $601,350 in gross time.

Toiletries & Toilet goods spent $2,513,483 to place second, and top sponsor in the group was Procter & Gamble which bought $389,164 in time.

Third place was taken by the Drugs & Remedies manufacturers' expenditure of $2,119,147, in which Sterling Drug topped the other producers by spending $655,479. Fourth and fifth place were taken by the Smoking Materials category and Soaps, Cleansers & Polishes, respectively (see Tables II and III).

The 10-month period of January-October 1950 saw a total of $151,875,347 in gross radio network time purchases, which was $3,647,413 less than the $155,522,760 grossed by the networks in 1949.

* * *

TABLE II

GROSS AM NETWORK TIME SALES FOR OCTOBER 1950 BY PRODUCT GROUPS

Product Group	Oct. 1950	Jan.-Oct. 1950	Oct. '49	Jan.-Oct. '49
Agriculture & Farming	58,278	840,703	105,414	957,199
Apparel, Footwear & Acces.	197,248	1,178,901	117,410	1,073,732
Automotive, Automotive Equip. & Acces.	338,818	4,255,376	485,289	5,807,783
Aviation, Aviation Acces. & Equip.	....	....	.. ..	....
Beer, Wine & Liquor	255,710	2,165,174	173,338	961,206
Bldg. Materials, Equip. & Fixtures	109,326	1,103,246	99,124	1,075,215
Confectionery & Soft Drinks	423,004	5,363,025	564,825	5,466,089
Consumer Services	190,037	1,580,105	235,670	1,650,664
Drugs & Remedies	2,119,147	20,263,449	1,882,232	17,228,491
Entertainment & Amusements	......	5,619	......	5,340
Food & Food Products	3,917,790	37,086,543	4,027,423	36,886,518
Gasoline, Lubricants & Other Fuels	504,923	4,400,330	416,163	4,772,037
Horticulture	......	105,696	3,565	97,642
Household Equip. & Supplies	213,526	2,673,511	269,639	5,496,325
Household Furnishings	39,286	414,721	46,846	818,154
Industrial Materials	214,133	1,769,477	210,997	1,813,338
Insurance	220,231	2,374,932	276,199	3,174,730
Jewelry, Optical Goods & Cameras	201,103	1,236,833	402,178	2,116,488
Office Equip., Writing Supplies & Stationery	70,932	1,122,529	150,033	1,129,221
Political	121,255	147,861	31,946	32,705
Publishing & Media	15,860	626,597	122,759	773,896
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	146,662	826.263	....	731,545
Retail Stores	1,080	29,008	..	38,472
Smoking Materials	1,853,026	18,910,594	2,121,599	19,332,848
Soaps, Cleansers & Polishes	1,876,550	17,082,250	1,547,275	16,136,336
Sporting Goods & Toys	......	29,614	......	62,774
Toiletries & Toilet Goods	2,513,483	21,244,106	2,612,169	24,415,563
Transportation, Travel & Resorts	83,001	735,012	84,585	939,833
Miscellaneous	469,218	4,303,872	427,205	2,528,616
Totals	16,153,627	151,875,347	16,413,883	155,522,760

* * *

TABLE III

LEADING AM NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN OCTOBER 1950

Agriculture & Farming	Allis Chalmers	$33,270
Apparel, Footwear & Acces.	Trimount Clothing Corp.	51,300
Aviation, Aviation Equip. & Acces.		......
Automotive, Automotive Equip. & Supplies	Electric Auto Lite Co.	76,392
Beer, Wine & Liquor	Pabst Brewing Co.	108,726
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	104,782
Confectionery & Soft Drinks	Wm. H. Wrigley Co.	160,176
Consumer Services	Electric Cos. Adv. Program	857,746
Drugs & Remedies	Sterling Drug Co.	655,479
Entertainment & Amusements		......
Food & Food Products	General Foods	601,350
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	122,331
Horticulture		......
Household Equip. & Supplies	Philco Corp.	136,632
Household Furnishings	Armstrong Cork Co.	35,620
Industrial Materials	U. S. Steel	135,623
Insurance	Prudential Life Insurance	111,879
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	201,103
Office Equip., Writing Supplies & Stationery	Hall Bros.	70,932
Political	Democratic National Com.	29,830
Publishing & Media	Christian Science Monitor	11,480
Radios, TV Sets, Phonographs Musical Instruments & Acces.	RCA	83,691
Retail Stores	Dr. Hiss Shoes Inc.	1,080
Smoking Materials	Liggett & Myers	413,929
Soaps, Cleansers & Polishes	Procter & Gamble	1,146,816
Sporting Goods & Toys		......
Toiletries & Toilet Goods	Procter & Gamble	389,164
Transportation, Travel & Resorts	Assn. of Amer. Railroads	83,001
Miscellaneous	American Fed. of Labor	121,034

* * *

TABLE I

TOP TEN AM NETWORK ADVERTISERS FOR OCTOBER 1950 AND 1949

		Rank Order	
	1950	1949	1949
1. Procter & Gamble	$1,685,453	1	$1,338,449
2. Sterling Drug	679,002	2	686,449
3. Lever Bros.	661,043	3	673,769
4. General Foods	635,293	8	516,663
5. Miles Labs	628,706	5	559,331
6. General Mills	600,464	4	605,056
7. Campbell Soup Co.	521,085	7	524,841
8. Liggett & Myers	413,929	..	......
9. R. J. Reynolds Tobacco Co.	402,863	9	382,785
10. Philip Morris	402,624	10	367,746

SET OUTPUT

14 Million Radios in '50

PRODUCTION of radio receivers exceeded 14 million sets in 1950, Robert C. Sprague, president of Radio-Television Mfrs. Assn., announced Thursday, revising upward an estimate of 13,750,000 prepared for the Dec. 25, 1950, BROADCASTING • TELECASTING.

Output of TV receivers was close to 7,500,000 as against the estimate of 7,250,000 submitted a week earlier, Mr. Sprague said. He added that the 1950 record will likely stand for some time due to the increasing mobilization of the industry for military purposes.

"At the peak of the fall boom," Mr. Sprague added, "the industry was producing TV receivers at an annual rate of better than 10 million sets and radios at the rate of 17 million units."

RADIO'S GROSS

Near Half Billion in '50—NAB

GROSS revenues of the radio industry in 1950 (time sales after trade discounts but before deduction of agency commissions) totaled $448,198,000, an increase of 5.4% over 1949, according to the annual yearend estimate by Dr. Kenneth H. Baker, NAB research director.

Using returns from an industry sample as well as individual and business paper data, Dr. Baker forecast increases in local retail, national spot and regional network income and a loss in network receipts.

On the other hand, he said, the industry's operating expenses have also increased. He said costs have gone up from $357.5 million in 1949 (FCC data) to an estimated $376.8 in 1950, an increase of 5.4%.

Outstanding feature in the 1950 revenue picture, said Dr. Baker, is the "very large increase in the revenue to stations from national spot business. Revenue from this source in 1950 is estimated to have been $120.7 million as compared with $108.3 in 1949, an increase of 11.4%. This will bring the revenue from national spot business very close to the revenue from network time sales.

"The revenue from local retail business will be up again. The increase is estimated to be 7.8% and will go from $182.1 million in 1949 to $196.4 million in 1950. The almost spectacular increase in revenue from this source in the past has been consistently underestimated. Since it has been accounted for largely by the new stations, however, and since the number of new stations going on the air is increasing less rapidly, the increase in local retail revenue is not expected to exceed the $14.3 million indicated above."

Gross revenue in television will range between $70 million and $80 million, he anticipates.

Station revenue increased from $323.7 million in 1949 to $338 million in 1950, or 4.4%, Dr. Baker estimated. Overall average profit of stations before federal taxes again will be close to 15%, he said, on the basis of increased costs matched against higher revenues.

Dr. Baker found costs increasing to a greater extent in the West North Central area, with greater-than-average increases in the Mid-Atlantic and New England States.

National spot increased most in New England and Mid-Atlantic states. Local business went up the most in New England, West South Central and East North Central areas.

Below are '49-'50 revenue figures.

GROSS REVENUE

	1949 (Official FCC Figures)	1950 (Estimates)	% Change
National Networks	$128,903,467	$124,688,000	— 3.3
Regional Networks	5,994,858	6,500,000	+ 8.4
National Spot	108,314,507	120,660,000	+11.4
Local Retail	182,144,301	196,350,000	+ 7.8
	$425,357,133	$448,198,000	+ 5.4

Estimated total increase—$22,841,000

DETROIT PUBLIC LIBRARY

NAME HIGGINS

KMBC-KFRM Sales Head

GEORGE J. HIGGINS, for the past three years manager of WISH Indianapolis, Friday was appointed vice president in charge of sales for KMBC-KFRM Kansas City, Mo., by Arthur B. Church, president of Midland Broadcasting Co. The appointment is effective Feb. 1, Mr. Church said in making the announcement.

Mr. Higgins

No successor to Mr. Higgins has been named at WISH by C. Bruce McConnell, who last week was granted FCC consent to acquire control of the licensee corporation, Universal Broadcasting Co. (see story page 66). It is expected, however, that Mr. McConnell's son, Bob McConnell, will be in charge of the stations involved in the consolidation. In addition to WISH, the outlets include WHBU Anderson, WANE Ft. Wayne and WHOT South Bend.

Sports Figure

Mr. Higgins was vice president and general manager of KSO Des Moines, Iowa, from 1944 to 1948. Prior to that he served for two years as manager of the St. Paul office of WTCN Minneapolis - St. Paul. Mr. Higgins first joined that station in 1931 as sports director.

In 1938 Mr. Higgins did the play-by-play of the World Series for the Blue network and in the same year broadcast the All Star Football game from Chicago. He has long been active in sports and is past president of the American Hockey Assn. and at one time was president of the American Assn. of Baseball Broadcasters.

At present Mr. Higgins is a member of the NAB board and its Television Committee. He also served for two years on the CBS Affiliates Advisory Board.

NORGE SPOT DRIVE

To Use 47 Non-TV Markets

NORGE Division of Borg-Warner Corp., Detroit, begins a concentrated radio spot campaign in 47 non-TV markets Jan. 15 for a year. Initial 21-week campaign will begin with about 150 spots weekly, doubling during the spring. Schedule is expected to be dropped in the summer and resumed in September.

Transcribed announcements and occasional live participations will advertise the entire Norge line, stressing refrigerators, gas and electric ranges and washers. *Four-Star Review* on NBC-TV, which Norge began sponsoring last Wednesday, supplements the radio campaign. Agency is J. Walter Thompson Co., Chicago.

Drawn for BROADCASTING • TELECASTING by Sid Hix
"And now WOF ish happy to bring you shounds of New Year's revelry!"

RAYMER CHANGES

McKinnie, Allison, Schofield Shift

PROMOTION of Ralph E. McKinnie, account executive of Paul H. Raymer Co., to be sales manager in charge of the firm's New York office, and appointment of John D. Allison as account executive for both radio and television, were announced last week by Paul H. Raymer, president of the representative firm.

Mr. Raymer

Mr. Schofield

Mr. McKinnie has held account executive positions with CBS-TV and the DuMont Network, and earlier was national sales manager for WCKY Cincinnati. As a Naval officer for five years just before and during World War II, which included service as an executive officer in the South Pacific, Mr. McKinnie reportedly is the "Mr. Roberts" in the book and play of that name by Thomas Heggan.

Mr. Allison entered radio and television with Headley-Reed Co., New York, about 11 years ago, eight of which he served as a vice president. Subsequently he was vice president and general manager in charge of the New York office of Taylor-Howe-Snowden Radio Sales.

Also announced was the appointment of Arthur C. Schofield, until recently director of advertising and sales promotion for the DuMont network, to head the reorganized and expanded sales research and promotion departments of Paul H. Raymer Co. Mr. Schofield earlier was associated with the Philadelphia stations, KYW and WFIL, and with WPAT Paterson, N. J.

Mr. Allison

Mr. McKinnie

Plans for Mr. Schofield's departments include provision of various services to client-stations. Surveys to obtain sales and market data, studies of trends, and research into sales effectiveness are planned. Aids in promotion, preparation of sales literature and presentations, and development of new selling approaches will be offered. More frequent visits and improved liaison with client-stations also have been prepared.

Concluding the announcement, Mr. Raymer said: "Although the Raymer Co. has for years maintained a research and promotion department, we felt the need for increased services and greater facilities was present today to such a degree as to warrant a complete reorganization of these vital functions."

CASH NAMED

NBC Station Relations Dir.

NORMAN CASH has been appointed director of radio station relations of NBC, effective today (Monday), to replace Easton Woolley, who resigned last November to become vice president of Intermountain Broadcasting and Television Corp. in Salt Lake City.

Mr. Cash joined NBC in 1940. Since March 1948, he has been a member of the stations relations department. As a wartime lieutenant in the Corps of Engineers, he was awarded the Bronze Star.

D-F-S TOPS

In Agency Gross Billings

DANCER-Fitzgerald-Sample, New York, for the 17th consecutive year tops the 20 leading advertising agencies for gross radio time billing during 1950, the agency revealed.

Top 20 agencies and billing:

Dancer-Fitzgerald-Sample, $19,088,843; BBDO, $11,669,127.60; Benton & Bowles, $8,078,006; J. W. Thompson, $7,467,085.80; Young & Rubicam, $7,401,297.60; Wade Adv. $7,123,058.60; Biow Co., $6,792,163.80; Compton Inc., $6,206,568.60; Cunningham & Walsh, $5,076,845.60; Foote, Cone & Belding, $4,478,083.60; John F. Murray, $4,444,131.30; Ward Wheelock, $4,168,077; William Esty, $4,004,055.80; Duane Jones, $3,948,795.40; McCann-Erickson, $3,819,437.80; Leo Burnett Co., $3,519,243.80; Ruthrauff & Ryan, $2,903,695.20; Cecil & Presbrey, $2,652,439; Knox & Reeves Inc., $2,530,253, and Sullivan, Stauffer, Colwell & Bayles, $2,093,199.

AUDIENCES UP

Hit All-Time High

BROADCAST Audiences (radio plus TV) are at an all time high, according to the December Hooperating Pocketpiece, which shows 25% of the 33 TV cities reported on as having higher average evening audiences in November 1950 than in any other month in the 15 years of audience reporting by C. E. Hooper Inc.

Philadelphia showed the greatest increase in evening sets-in-use over the base year of 1948, up 68% in Nov. 1950 from Nov. 1948.

Cities with the highest percent of evening set-use in November were: Pittsburgh, 46.3; Cleveland, 46.0; Milwaukee, 46.0; Philadelphia, 45.9; Buffalo, 45.5; Baltimore, 45.5; Cincinnati, 45.2; Minneapolis-St. Paul, 44.3; Columbus, 44.2; Dayton, 43.8.

Wide Open Mike

EDITOR:

I appreciated very much the desk calendar which BROADCASTING • TELECASTING, sent to me for Christmas. I looked through it very carefully to see if you had scheduled some of the major decisions which the Commission must make during the year. How can the Commission get the business done if you don't give us the "planned approach" for solving our problems?

With kindest regards and all good wishes for the New Year.

Wayne Coy
Chairman, FCC

[Editor's Note: We regret we're late with our recommended 1951 FCC Time-Table embodying that "planned approach." Work now is in process by our Planning Board, but budgetary factors, plus inordinate delays occasioned by unexpected developments (such as color TV and TV educational proceedings) interrupted normal processing lines. Schedule will be upcoming in early issue.]

NETWORK GROSS SALES

Oct. '50 Nears '49 Level—PIB

GROSS network time sales for the month of October 1950 came very close to equalling those of October 1949, with this year's total mounting to $16,153,627 compared to last year's $16,413,883, a difference of only 1.5%, according to figures released to BROADCASTING • TELECASTING by Publishers Information Bureau.

Advertisers in many important classifications continued to show an increase in their network time purchases (see Table I). Procter & Gamble Co. once again led the sponsors with October purchases of $1,685,453, a decided increase over last year's same month total of $1,338,449.

Few Declines

Two evidences of a slight decline, however, were Sterling Drug Co. which spent $679,002 this October, as compared to last year's $686,789, and third place Lever Bros., whose October 1950 total was $661,043 and October 1949 total, $673,769.

Fourth place was taken by General Foods this year, which bought time worth $635,293 and last year ranked 8th with total purchases of $516,663. Miles Labs retained its October '49 fifth position during the month of October 1950, but increased its expenditures this year to $628,706 from last year's $559,331.

Expenditures of $3,917,790 placed the Food Producers in first position among the product group classifications during October 1950. Within the food group, General Foods led all other advertisers by purchasing $601,350 in gross time.

Toiletries & Toilet goods spent $2,513,483 to place second, and top sponsor in the group was Procter & Gamble which bought $389,164 in time.

Third place was taken by the Drugs & Remedies manufacturers' expenditure of $2,119,147, in which Sterling Drug topped the other producers by spending $655,479. Fourth and fifth place were taken by the Smoking Materials category and Soaps, Cleansers & Polishes, respectively (see Tables II and III).

The 10-month period of January-October 1950 saw a total of $151,875,347 in gross radio network time purchases, which was $3,647,413 less than the $155,522,760 grossed by the networks in 1949.

* * *

TABLE I

TOP TEN AM NETWORK ADVERTISERS FOR OCTOBER 1950 AND 1949

	1950	Rank Order 1949	1949
1. Procter & Gamble	$1,685,453	1	$1,338,449
2. Sterling Drug	679,002	2	686,449
3. Lever Bros.	661,043	3	673,769
4. General Foods	635,293	8	516,663
5. Miles Labs	628,706	5	559,331
6. General Mills	600,464	4	605,056
7. Campbell Soup Co.	521,085	7	524,841
8. Liggett & Myers	413,929	..	......
9. R. J. Reynolds Tobacco Co.	402,863	9	382,785
10. Philip Morris	402,624	10	367,746

TABLE II

GROSS AM NETWORK TIME SALES FOR OCTOBER 1950 BY PRODUCT GROUPS

Product Group	Oct. 1950	Jan.-Oct. 1950	Oct. '49	Jan.-Oct. '49
Agriculture & Farming	58,278	840,703	105,414	957,199
Apparel, Footwear & Acces.	197,248	1,178,901	117,410	1,073,732
Automotive, Automotive Equip. & Acces.	338,818	4,255,376	485,289	5,807,783
Aviation, Aviation Acces. & Equip.	....	....	.. ..	....
Beer, Wine & Liquor	255,710	2,165,174	173,338	961,206
Bldg. Materials, Equip. & Fixtures	109,326	1,103,246	99,124	1,075,215
Confectionery & Soft Drinks	423,004	5,363,025	564,825	5,466,089
Consumer Services	190,037	1,580,105	235,670	1,650,664
Drugs & Remedies	2,119,147	20,263,449	1,882,232	17,228,491
Entertainment & Amusements	......	5,619	......	5,340
Food & Food Products	3,917,790	37,086,543	4,027,423	36,886,518
Gasoline, Lubricants & Other Fuels	504,923	4,400,330	416,163	4,772,037
Horticulture	......	105,696	3,565	97,642
Household Equip. & Supplies	213,526	2,673,511	269,639	5,496,325
Household Furnishings	39,286	414,721	46,846	818,154
Industrial Materials	214,133	1,769,477	210,997	1,813,338
Insurance	220,231	2,374,932	276,199	3,174,730
Jewelry, Optical Goods & Cameras	201,103	1,236,833	402,178	2,116,488
Office Equip., Writing Supplies & Stationery	70,932	1,122,529	150,033	1,129,221
Political	121,255	147,861	31,946	32,705
Publishing & Media	15,860	626,597	122,759	773,896
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	146,662	826.263	.....	731,545
Retail Stores	1,080	29,008	.....	38,472
Smoking Materials	1,853,026	18,910,594	2,121,599	19,332,848
Soaps, Cleansers & Polishes	1,876,550	17,082,250	1,547,275	16,136,336
Sporting Goods & Toys	......	29,614	......	62,774
Toiletries & Toilet Goods	2,513,483	21,244,106	2,612.169	24,415,563
Transportation, Travel & Resorts	83,001	735,012	84,585	939,833
Miscellaneous	469,218	4,303,872	427,205	2,528,616
Totals	16,153,627	151,875,347	16,413,883	155,522,760

* * *

TABLE III

LEADING AM NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN OCTOBER 1950

Agriculture & Farming	Allis Chalmers	$33,270
Apparel, Footwear & Acces.	Trimount Clothing Corp.	51,300
Aviation, Aviation Equip. & Acces.		......
Automotive, Automotive Equip. & Supplies	Electric Auto Lite Co.	76,392
Beer, Wine & Liquor	Pabst Brewing Co.	108,726
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	104,782
Confectionery & Soft Drinks	Wm. H. Wrigley Co.	160,176
Consumer Services	Electric Cos. Adv. Program	857,746
Drugs & Remedies	Sterling Drug Co.	655,479
Entertainment & Amusements		......
Food & Food Products	General Foods	601,350
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	122,331
Horticulture		......
Household Equip. & Supplies	Philco Corp.	136,632
Household Furnishings	Armstrong Cork Co.	35,620
Industrial Materials	U. S. Steel	135,623
Insurance	Prudential Life Insurance	111,879
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	201,103
Office Equip., Writing Supplies & Stationery	Hall Bros.	70,932
Political	Democratic National Com.	29,830
Publishing & Media	Christian Science Monitor	11,480
Radios, TV Sets, Phonographs Musical Instruments & Acces.	RCA	83,691
Retail Stores	Dr. Hiss Shoes Inc.	1,080
Smoking Materials	Liggett & Myers	413,929
Soaps, Cleansers & Polishes	Procter & Gamble	1,146,816
Sporting Goods & Toys		......
Toiletries & Toilet Goods	Procter & Gamble	389,164
Transportation, Travel & Resorts	Assn. of Amer. Railroads	83,001
Miscellaneous	American Fed. of Labor	121,034

SET OUTPUT

14 Million Radios in '50

PRODUCTION of radio receivers exceeded 14 million sets in 1950, Robert C. Sprague, president of Radio-Television Mfrs. Assn., announced Thursday, revising upward an estimate of 13,750,000 prepared for the Dec. 25, 1950, BROADCASTING • TELECASTING.

Output of TV receivers was close to 7,500,000 as against the estimate of 7,250,000 submitted a week earlier, Mr. Sprague said. He added that the 1950 record will likely stand for some time due to the increasing mobilization of the industry for military purposes.

"At the peak of the fall boom," Mr. Sprague added, "the industry was producing TV receivers at an annual rate of better than 10 million sets and radios at the rate of 17 million units.

RADIO'S GROSS

Near Half Billion in '50–NAB

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On the other hand, he said, the industry's operating expenses have also increased. He said costs have gone up from $357.5 million in 1949 (FCC data) to an estimated $376.8 in 1950, an increase of 5.4%.

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Gross revenue in television will range between $70 million and $80 million, he anticipates.

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	$425,357,133	$448,198,000	+ 5.4

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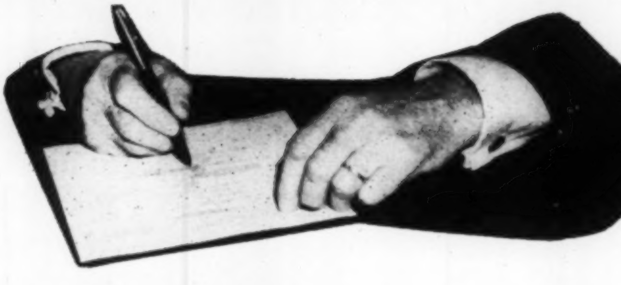
Confessions Of a Contract Folder



I AM a radio station Contract Folder. The label they put on me when I was first put in the file three years ago was "Delsoy Products." That's the name I still bear—and I must say, I've been a pretty busy file. They've even changed the color and style of contract folders since I began, and even though I'm pretty full of new memos and additional contracts, my hide's pretty tough and I love to take it!

You see, three years ago, I represented a new business. Delsoy Dessert Topping, a vegetable whip cream made from soybeans, had just begun to be manufactured by three fellows who had started a business. When the station salesman first took me down to their office, I contained, of course, just one contract—that first one—and it wasn't signed—yet.

I must have lain on the desk there for two hours while those three men, and the station salesman, discussed the business of this thing called radio. At that time, like it is with a new business, money was a very important item, and besides, there wasn't much of it. I could tell pretty much how things were from just looking around. This new company had rented just a portion of the building they were in. Out of the window I could see the one truck they owned, and even the desk I was on was pretty old and scarred.

Finally the contract was signed (for an amount so small I blush to mention it) but when the salesman closed me over it, I felt very satisfied and happy, like I'd just had a good dinner. That was on Sept. 12, 1947.

A Long History Of Selling Success

Since then, a lot has happened. Many new contracts have been added to my covers. Renewals, additional time, and changes of time. Naturally, I've paid many visits to the Delsoy Products Co. with the salesman in the last three years. It made me very proud through the first two years to hear that the station with which the first contract was signed, WKMH Dearborn-Detroit, was really doing the job and, more important, that radio was the only form of advertising they were using. Proud, because with each visit I could see things happening. Instead of one yellow and red truck . . . there were two trucks . . . and then four . . . and then six . . . and eight . . . ten . . . and now THIRTEEN Delsoy trucks. On one of those visits, I also saw some digging across the way; and the next thing I knew here was a big brand new building.

In the beginning, the meat on me was pretty thin. But soon the fat was being added and I felt healthier every day as Doctor Radio put me on a bigger and bigger diet.

I remember when my details called for only five spot announcements weekly on an early morning disc jockey show. But after while, the broadening brought a spot across-the-board on Bess Wright's *Kitchen* program. She is the station home economist.

After that things began to happen. The spot was added to an evening record emcee program. Then, the Delsoy company increased their spot on the Bess Wright show to a 5-minute segment across-the-board.

People who deal with me like to talk in facts and percentages, and, I can't say that I can blame them. For example, they point out that the station has had two or three rate increases in the past three years, but in addition, Delsoy has increased its schedule on the amount of time purchased by some 135%. That's tonic to me!

Promotion Cooperation Pays Dividends

The station, I noticed, went ahead with typical radio cooperation by promoting Delsoy's product—and of course, me, too. It sent letters to WKMH Homemakers Institute. That's a group of 100 housewives, located throughout metropolitan Detroit, who test and endorse products under the direction of Bess Wright.

Letters were sent to grocers too. Use and promotion of the whip cream before 100 women three days a week at Bess Wright's cooking school, held in the People's Outfitting Co., a Detroit department store, was a station effort that just suited my purpose fine.

All this was direct with the advertiser, up 'til now. Then, things were moving so fast, the Delsoy folks began talking of an advertising agency. I heard them ask the salesman if the station would help them select one. I was kind of worried for a little bit there, because I was afraid that maybe my job might end and that the new contracts might be kept in a fancier file somewhere. But, of course, this wasn't the case. I do have some new different-looking contracts within my sides. They're from the agency—and we're going bigger and better than ever.

I think I'm one of the proudest, happiest contract folders in the file. Of course, lots of my next door neighbors have a lot of good things to tell, too, from "A" to "Z," but here is a *real radio* story. From one truck to 13; from small quarters to a new building . . . and all on radio.

The last time I was down there with the salesman and the agency man I heard them talking. They're selling Delsoy now in Toledo, Flint, and Cleveland. I heard the agency man say they were now using some newspaper and billboard too. Well, of course, I got a kick out of knowing that we made a business grow so big that we could give them some business too.

But another thing I got a kick out of was that Delsoy is now buying *radio*, with a transcribed single jingle, on such stations as WFDF Flint, Mich.; WTTH Port Huron, Mich.; WSPD Toledo, WBNS Columbus, WONE and WING Dayton, and WGAR and WERE Cleveland, all in Ohio.

* * *

ANOTHER and new contract is signed for the folder. Grouped about the WKMH business desk are (l to r) R. C. Force, sales representative; Harvey Whitehouse and Robert Smith of Delsoy; Fred A. Knorr, president and general manager, and Eric R. Swanson, Delsoy's secretary-treasurer.

RADIO FIRST AS NEWS SOURCE

Pulse Survey Reveals

RADIO is still America's number one news source, outranking newspapers by 38%, television by 268%, according to a survey made early last summer by Pulse Inc. for Free & Peters, which revealed the results of the survey last week in an attractive brochure titled "Radio News Is Bigger Than You Think."

"It was a study we felt impelled to sponsor," the station representative firm explains, "to obtain factual answers for those who, in 1950, were quite ready to bury all radio, most certainly news over the radio. . . . It was an attitude we found hard to accept. That there had been a strong habit of turning to the radio for news, no one would deny . . . Was it possible that a habit so firmly established, so strongly catered to, so universally acknowledged, could suddenly weaken and fade away? Only research could give the answer."

As guinea pig, Free & Peters selected a program of almost pure radio news broadcast by seven of the stations the company represents: Four five-minute broadcasts a day sponsored by the same advertiser (Esso, although the name is not mentioned in the report), with each station selecting and rewriting the news for each program, both news and commercials being broadcast by an anonymous voice.

Three key questions were chosen for the survey: Do people listen to the radio for news? Is there any difference in news listening between families living in the station's city and families living in surrounding towns 25 to 40 miles away? How does TV set ownership affect listening to radio news?

More Depend On Radio

In answer to the first of the three key questions, F&P found "more people depend on radio for news than on any other medium." Asked whether they got most of their news from newspapers, radio or television (in that order), people gave radio the decision over newspapers by 38%, city dwellers preferring radio to newspapers by 18%, "outsiders" by 60%. Radio led TV in the overall figures by 268%, radio's lead in the city being 195%, its lead in the outside area of satellite markets 25 to 40 miles away being 352%.

"This greater dependence on radio for news by respondents in the 'outside' areas was observed in every single market," Free & Peters reports, noting that the average plus of 23% in "outside" over city figures is missed by surveys of listening based on interviews made only "inside" the city. "It means that radio news is bigger than you think."

Moving from general news listening to the specific "guinea pig" program, the Pulse surveyers found that "in the course of a week one out of three families listens to at least one broadcast of this news program." Furthermore listening to it becomes a habit, "more than one out of four listeners hear two or more of these broadcasts every day, more than half listen five or six days a week; more than four out of five listen three to six days a week."

A sizeable proportion of the listeners to these newscasts—37% or more—comes either from other stations or turns on its radios expressly to get the news. No less than 28% go to another station or turn the sets off after the news is finished.

Checking on TV homes, "we found that television set owners do 73% as much listening to this radio news program as non-TV owners," the report states. It points out that TV listeners do more of their listening in different parts of the house—41.6% in the kitchen, 34.2% in the living room, 18.6% in the bedroom and 5.6% in the dining room—than non-TV owners, who do their listening largely (65.0%) in the living room and only 20.3% in the kitchen, 10.9% in the bedroom and 3.8% in the dining room.

95% Are Adults

Analysis of the *Esso Reporter* audience by age and sex shows more than 95% of the audience comprised of adult men and women. Coupled with the fact that 57% of program's listeners were able to identify its sponsor, this implied that the program should do a good sales job. But Free & Peters was not satisfied with mere implication and went a step further, matching each member of a listening group with a non-listener, age for age, sex for sex, dwelling for dwelling, community for community, so that "as closely as competent research could achieve, both groups were exactly the same in all respects—but one: One group listened, the other did not listen to this news program."

Sales to listeners were 50% higher than to non-listeners, with 29.6% of the listening group having bought Esso gas at the last purchase while only 19.7% of the non-listeners had bought this brand. As listening increased so did the per cent of purchasers: 24.0% of those listening one or two days; 27.9% of those listening three or four days; 33.4% of those listening five or six days bought the advertised brand.

Free & Peters concludes the report with this sentence: "Radio news stands out as a vital service to listeners . . . as an effective vehicle for advertisers."

DON LEE SALE

General Tire Purchase Approved

THE RECORD $12,320,000 acquisition of the Don Lee radio and TV properties by General Tire & Rubber Co., along with parlay sales of one AM and one TV station, was slated to be consummated yesterday (Sunday), after FCC approved the transactions Wednesday.

Arising out of the Los Angeles Superior Court's acceptance of the General Tire bid for the stock of Thomas S. Lee Enterprises from the Thomas S. Lee Estate [BROADCASTING • TELECASTING, Nov. 20, Oct. 23, 1950], the multiple transactions break down thus:

- **The First National Bank of Akron, as trustee of the retirement plan for salaried employes of General Tire and certain subsidiaries, acquires the radio-TV properties of Don Lee Broadcasting System, including its four owned AM stations and one FM and one TV station for $12,320,000 cash.**
- **The bank sells KTSL (TV) Hollywood and four experimental and associated facilities to CBS for $333,765 plus long-term lease arrangements covering studios, transmitter site and other facilities for a total rental of $3,115,000.**
- **To meet FCC's duopoly requirements, CBS must dispose of its 49% interest in KTTV (TV) Los Angeles —which is slated to go to the Los Angeles Times, already owner of 51%, for a reported $450,000.**
- **General Tire acquires all of the Don Lee properties except KTSL and one AM station from the bank as trustee for $650,000, subject to adjustment not to exceed $750,000, with General Tire's Lee Enterprises leasing space and facilities for 10 years at a total rental of $3,480,000.**
- **To comply with FCC's multiple-ownership policy limit of seven stations, General Tire, which also owns Yankee Network and Yankee's four owned stations, sells the Don Lee KDB Santa Barbara to Lincoln Dellar, sole owner of KXOA-AM-FM Sacramento, KXOB Stockton, and KXOC Chico, Calif., for $25,000.**

Part Not Included

Not included in the FCC actions, since FCC approval is not required, was Don Lee's 19% interest in Mutual, which went to General Tire, already owner of approximately 19%. General Tire also acquires control of Pacific Northwest Broadcasting Co., through which the Don Lee Network has 25 affiliates in addition to 16 affiliates in California.

With completion of the sales, the California properties involved will be held as follows:

General Tire—Don Lee Broadcasting System, including KHJ-AM-FM Los Angeles, KFRC San

(Continued on page 68)

EVIDENCE of a satisfied sponsor is reflected on the dotted line of the 1951 contract signed by Feld Chevrolet and KCKN Kansas City, Kan. Firm has sponsored broadcasts in the Kansas City market without interruption since March 1937. New pact for KCKN broadcasts is signed by Milton Feld, president of the company, while looking on are (l to r): Hurley Kaylor (seated), KCKN commercial representative; Lester Goodman, Feld secretary-treasurer, and Merritt Owens, president, Merritt Owens Advertising Agency, which handles account. Feld has sponsored a $10,000 "mystery voice" contest and other programs on KCKN.

EMERGENCY ROLE

Radio-TV Vital, Says Pierce

THE NEED to maintain rather than silence radio and TV operations in time of national emergency was stressed last week by R. Morris Pierce, president and general manager of WDOK Cleveland, who won acclaim for his radio work in combat areas in World War II.

Mr. Pierce

His statement was prompted by the Defense Dept.'s proposal to give the President far-reaching control powers over radio, television and other radiations during emergencies or periods of possible attack, to prevent the use of such signals as direction finders for enemy planes and missiles [BROADCASTING • TELECASTING, Dec. 25, 1950.] The proposal has been widely interpreted as a forerunner to blacking out radio and TV during emergencies, which Mr. Pierce found "alarming."

The WDOK president, who for two years during World War II was in charge of construction and technical operation of the broadcasting stations in Allied liberated areas in North Africa and Europe, noted that during this service he became familiar with broadcasting operations in combat areas.

"These broadcasting stations operated almost continuously," he said, "the occasions in which they were silenced, for security reasons, could be counted on the fingers of one hand."

Quotes BBC Official

Mr. Pierce quoted Francis C. McLean, head of the Planning, Installation and Designs Dept. of the British Broadcasting Corp., as having written him early last month in response to a query:

> **It seems to me most extraordinary that anybody in the U.S. should talk of closing down broadcasting in the event of war. There is, I think, not the slightest doubt that broadcasting will be, more than ever, necessary in the event of war to stop the spreading of rumors, to keep up the morale of the people, and to maintain an adequate channel of communication from the government to the people.**
>
> **It will, no doubt, be necessary to make modifications to the actual broadcasting system and to take steps to avoid hostile planes direction-finding on broadcasting stations. As you know, we had a number of precautions here during the last war. We got very successful results with this and were able to have various transmitters running at times when there were a large number of enemy planes over.**

Mr. Pierce said he cannot believe that the enemy would be so "naive" as to trust the guidance of expensive bomb-carrying aircraft to "a radio station in the U. S. which could be silenced at a moment's notice or whose operating frequency could be changed at will."

He thought it more likely the enemy would seek more certain methods, such as some provided by nature or others less dependent upon such easily varied factors as broadcast signals.

Engineering experts of this country and its allies, he felt, should be consulted and the problems weighed carefully before governmental authorities come to a final decision.

That the Defense Dept. proposal would be approached cautiously by Congressional leaders to whom it was referred, as well as by the FCC, appeared a virtual certainty. Observers saw no likelihood that it would be considered at the current lame duck session of Congress.

Chairman Ed C. Johnson (D.-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the proposal was relayed from the Armed Services Committee, is known to be skeptical about the scope of the authority which would be conferred.

Will Study Situation

He expressed his concern to NAB Government-Relations Director Ralph W. Hardy, and promised that "our Committee will examine this whole matter very carefully."

Some FCC authorities also have voiced concern, particularly with one of the features which Sen. Johnson also questioned—the proposal to extend the Presidential control to times of "strained international relationships" in addition to times of war or proclaimed emergency.

Mr. Pierce's caution against blacking out radio and television was based on experience during 1943 and 1944, first as chief engineer for the Psychological Warfare Branch of OWI and later, in England, France and Luxembourg, as chief engineer of continental operations for the Psychological Warfare Branch.

In North Africa, he conceived the idea of broadcasting terms to the Italian Navy on the international distress frequency. Later, in Europe, his accomplishments included supervising installation of the first free radio in France at Cherbourg, and "leading" the capture of Radio Luxembourg, one of the most powerful stations in Europe.

POPULATION

Increases in Over ¾ Economic Areas

OVER three-fourths of the nation's 443 state economic areas had population increases between 1940 and 1950, the Census Bureau reported last week (see map). At the same time preliminary population counts were issued for the areas, to be used for the reporting of population and housing statistics from the 1950 census.

Of the 338 areas where population gained, 220 had increases of 10% or more and 120 had gains of 20% or more. In the areas which lost population, only 21 areas had losses of 10% or more and there were only two areas which lost population to the extent of 20% or more.

Areas of heavy population growth were largely concentrated in the West and South. The West, reported as the fastest growing region in the U. S. between 1940 and 1950, showed population gains of 20% or more in about three-fifths of the 59 state economic areas constituting the region. An increase of 20% or more was recorded by all but one of the 17 state economic areas of California—termed the foremost state in the nation in both amount and rate of population growth between 1940 and 1950.

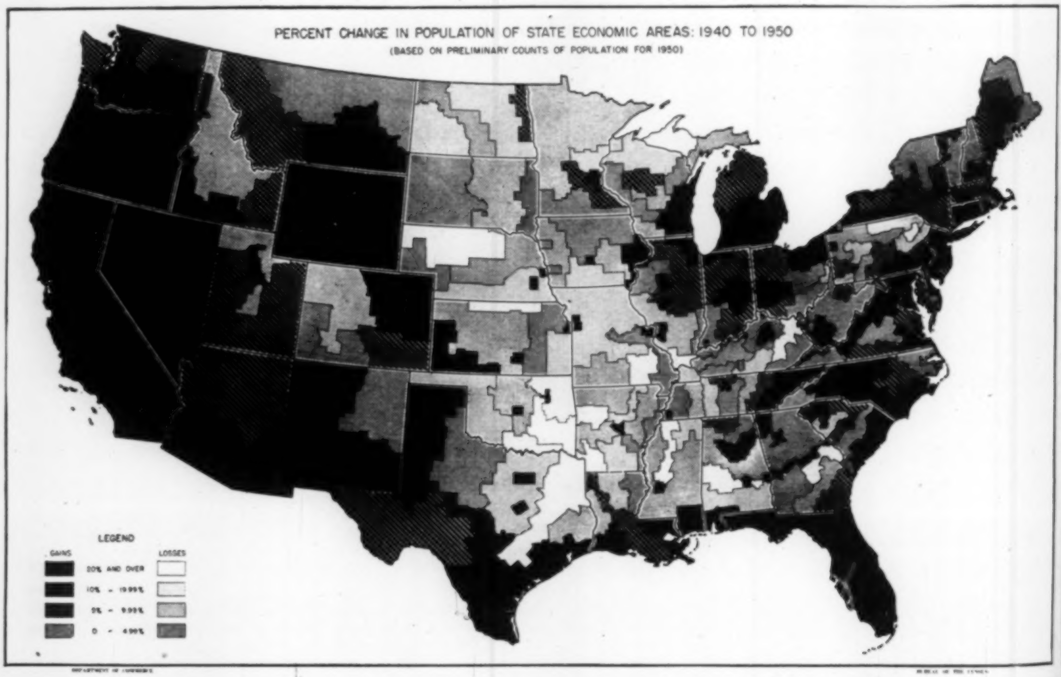
Growth in South

In the South, the Census Bureau reports 54 of the 181 state economic areas, or almost 30%, had growth rates of 20% or more.

In the North Central region, 24 of the 135 state economic areas were reported to have shown increases of 20% or more. Only six of the 68 state economic areas of the Northeast had such rapid population increases.

Large Increases

Two state economic areas were reported to have more than doubled in size during the past 10 years. These were areas Virginia-B and Maryland-B, each of which constitutes a part of the Washington, D. C., standard metropolitan area. The increases were 130% and 106.2%, respectively.


PERCENT CHANGE IN POPULATION OF STATE ECONOMIC AREAS: 1940 TO 1950
(BASED ON PRELIMINARY COUNTS OF POPULATION FOR 1950)
LEGEND
GAINS
LOSSES
20% AND OVER
10% - 19.99%
5% - 9.99%
0 - 4.99%

ELECTRONIC OUTPUT

'Tremendous Program'

URGENT need for a "tremendous program" in the next 18 months to accelerate military production of vital electronics equipment—especially component parts—was asserted last week by a top-level government munitions official.

The problem of scarce materials and industry fulfillment of expected defense orders was defined by Marvin Hobbs, communications chief of the Defense Dept.'s Munitions Board.

Mr. Hobbs' comments were in response to a report that the department was studying the feasibility of "commandeering" complete facilities of the radio-TV industry "before building new plants or opening shadow plants."

Mr. Hobbs termed the report as "inaccurate" but said that the electronics-communications segment probably could expect defense priorities ranging from 50% to 90% —depending on the gravity of the international situation. Much of the curtailment already has taken shape under a "slow process," he pointed out.

The government, he stated, encourages expansion of the "internal facilities" or production lines of component part firms, though he conceded they face shortages in skilled specialists.

In fact the government probably would be more apt to help component parts firms in tax write-offs on new equipment than it would to aid finished product companies whose role stresses assembly and engineering aspects.

The problem of expansion relating to end-product makers is simplified to the extent that plants already exist to serve production needs. The greatest problem facing those firms is the scarcity of trained manpower. Mr. Hobbs noted.

The government wants to make use of present industry facilities, including expanded lines of parts makers, before renting any standby plants now in mothballs, Mr. Hobbs emphasized.

Vital Metals Short

Complicating the picture is the shortage of vital metals confronting parts manufacturers and the great difference between current civilian needs and military equipment requirements.

Despite the great number and diversity of parts firms, there actually aren't too many in any one segment—tubes, resistors, condensers, etc.—nor are there specialists sufficient to go around. Furthermore, Mr. Hobbs added, the military has ordered a number of equipment items which have not been tested or have yet to be "modeled" for the first time.

Shortage of vital materials was further pointed up last week by the National Production Authority, which issued a new anti-hoarding order covering aluminum, cobalt, copper, nickel, steel, tungsten and tin—all used in electronics equipment. NPA thus implemented provisions of the Defense Production Act passed by Congress last August. Penalties provide for $10,000 fine, one year's imprisonment, or both.

NPA also issued the first of its "conservation" orders prohibiting use of a scarce metal in certain products [BROADCASTING • TELECASTING, Dec. 25, 1950.]

The anti-hoarding order provides that "no person shall accumulate (1) in excess of the reasonable demands of business, personal, or home consumption, or (2) for the purpose of re-sale at prices in excess of prevailing market prices, materials which have been designated as scarce . . . or materials the supply of which would be threatened by such accumulation."

The NPA directive prohibits hoarding of cobalt, used in radio-TV receiver speakers, while copper was designated to include ingots, secondary copper and copper-base alloys. Others were aluminum, primary or secondary in "crude" form; nickel, alloyed and unalloyed; cadmium metal, tin, primary and secondary; and tungsten.

Tungsten Restriction

The provision on tungsten, used in tubes, included the material "in any form or shape into which it may be fabricated except such finished forms as are fabricated for installation (without further processing) into electrical communications systems . . . and electronic equipment such as radio, radar, and similar products."

In other actions last week, NPA also:

- Modified its previous order on aluminum permitting manufacturers of functional component

(Continued on page 68)

CIVIL DEFENSE

Hill Approval Seen

FINAL approval of President Truman's "atomic age" Civil Defense program, envisioning communications as the "nerve system" on the federal, state and city levels, is expected on Capitol Hill tomorrow (Tuesday) before the 81st Congress adjourns.

Differences in House and Senate versions of the master plan, which earmarks $32 million out of $3.1 billion for communications equipment and gives legislative teeth to the new Federal Civil Defense Administration, were ironed out last week by a joint Congressional conference committee.

Both chambers are expected to approve the far-reaching measure which would include power of seizure over all equipment or facilities needed to help stricken areas, and authorize the mobilization of the entire government under a "Civil Defense Emergency" proclamation.

As now constituted, a nationwide emergency could be declared—in the interest of the "national safety"—upon a Presidential or Congressional decision that an attack has occurred or is "anticipated." The emergency authority, which could be invoked without proclamation in certain limited areas, expires on June 30, 1954.

Congressional conferees also agreed to authorize the CD administrator to allocate state funds to states, who in turn would match the outlays for certain projects, but not including communications which would be borne by the government. States would share in the expense for air-raid warning systems. Conferees' action followed Senate passage of the bill (HR 9798) Dec. 22.

Floor debate took on a cautionary note as Sen. Brien McMahon (D-Conn.) warned against "serious dangers" that would confront radio and television stations, newspapers and other influential media in the event of hostile attack.

"It is quite possible that Communists are even now organized to seize a radio station when an enemy attack may occur, and to broadcast messages generating panic and chaos among the populace," Sen. McMahon asserted.

"An irresponsible and reckless use of communications facilities could greatly impair our capacity to successfully withstand a surprise assault. I think the gravity of this problem is apparent by simply mentioning it," he said.

Other Defense Actions

On other civil defense fronts last week:

- The District of Columbia CD group accepted a bid by RCA for installation of four units of its contemplated air-raid warning system, with contract calling for $45,550. Installation is to be completed within four months, comprising electronic horns and activating equipment. A $337,000 District outlay was pending on Capitol Hill in supplemental funds.
- The Federal Civil Defense Administration issued a 250-page volume titled *Civil Defense Health Services and Special Weapons Defense*, and was nearing completion of a technical manual on communications for state and local planners.

Role of mobile first aid stations is explored and monitoring teams are advised to carry walkie-talkie radio sets or utilize radio networks of the police force to transmit information to radiological plot centers.

VOD CONTEST

12 Finalists Are Picked

TWELVE finalists out of 1,500,000 high school students who participated in the fourth annual Voice of Democracy Contest during National Radio & Television Week were selected by a screening board which met last week at NAB's Washington headquarters.

Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce jointly sponsored the contest with NAB. The 12 finalists were picked from winners of contests in the 48 states, Alaska, Puerto Rico and District of Columbia. Four national winners will be selected with winning transcriptions reviewed by a panel of eight distinguished Americans.

Winners will be brought to Washington Feb. 22 for an awards luncheon at which they will receive $500 scholarships. They will spend a week in Washington and Colonial Williamsburg. The screening panel that picked the dozen finalists consisted of Ellsworth Tompkins, specialist for large high schools, U. S. Office of Education; James D. Secrest, RTMA general manager; Robert K. Richards, NAB director of public affairs and chairman of the overall Voice of Democracy Committee; John H. Norris, representing the Junior Chamber and manager of WGCB Red Lion, Pa.

SCREENING panel narrows down Voice of Democracy finalists to 12 at all-day session held at NAB Washington headquarters. L to r: Ellsworth Tompkins, U.S. Office of Education; James D. Secrest, Radio-Television Mfrs. Assn.; Oscar Elder, NAB; John H. Norris, U. S. Junior Chamber of Commerce; Robert K. Richards, NAB.

ANTENNA RULES

FCC's New 'Air Hazard' Policy

OBJECTIONS to the location of antennas because of alleged hazard to air navigation will have to go into public record with adequate supporting evidence, according to procedures outlined by new antenna construction and marking rules announced by FCC after lengthy re-evaluation of existing policy.

The changes in procedure are substantially as proposed by the Commission last spring [BROADCASTING • TELECASTING, Dec. 25, May 29, 1950]. The new rules become effective Feb. 15 (see text page 39).

In general, the new Part 17 of FCC's rules provides that no aeronautical study will be required for antennas and towers under 170 ft., except when the proposed location falls in the vicinity of airports and approach areas or an established coastal corridor. Similarly, study may not be required for antennas up to 500 ft. except when near airports or airways systems. All antennas over 500 ft. require special study, FCC stated.

In some cases the proposed location of an antenna may require and result in raising of minimum flight altitudes for aircraft, the new rules indicated. Such cases will require special study, it was explained.

Bids to Be Referred

All broadcast applications whose proposed antenna sites require aeronautical study will be submitted by FCC to the appropriate Regional Airspace Subcommittee of the Air Coordinating Committee, the Commission explained. These groups, located at the regional CAA offices (see separate list of locations and areas covered), will consider the bids informally and if approved will return them to FCC.

If informal clearance is not obtained or a single objection raised, FCC said, the case will be placed on the agenda for consideration at the next meeting of the Regional Airspace Subcommittee and the applicant and objector both will have to appear and present their cases in usual hearing procedure. This regional body will submit its recommendations to the Washington Airspace Subcommittee which in turn will file copies simultaneously upon receipt with FCC.

Any disapproval by the aeronautical authority must include reasons therefore, the Commission stated. When any approval or disapproval is rendered, FCC must notify the applicant, and when requested, the Commission must advise an applicant as to the current status of his application.

Denial of a broadcast application can be made by FCC on the basis of adverse aeronautical findings, the Commission explained, contrary to contentions by certain objectors to the rules when they were proposed. FCC said the Court of Appeals for D. C. decided this issue in *Simmons vs. FCC* in 1944.

The Commission also said "no reasonable analysis or construction of Part 17 can lead to a conclusion that the procedure provided thereby constitutes a delegation of the Commission's authority to other agencies" as claimed in objections. FCC said Part 17 "contemplates no more than a referral of applications requiring aeronautical study to the Airspace Subcommittee . . . who will act as an expert in an advisory capacity" and the "determination of this body will merely aid the Commission in deciding whether a grant of the application involved in such a study would be in the public interest."

The Air Coordinating Committee was created by Presidential order to provide for the development and coordination of aviation policies. The Airspace Subcommittee, part of CAA, coordinates proposals by government agencies, private individuals and industry which may involve conflict in the navigable airspace. It functions through the regional subcommittees "composed of experts in the aeronautical field, familiar with the requirements of air safety in their area, who will provide local coordination of radio tower application problems," FCC related.

The Commission notice pointed out the regional CAA offices and commanding officers of nearby Dept. of Defense air bases "will be able to provide assistance to applicants in applying the criteria and in the selection of sites which will satisfy the requirements of the criteria."

FCC indicated the following may aid applicants in determining where their proposed sites lie with respect to airport and approach areas: Sectional aeronautical charts, location aeronautical charts, instrument approach and landing charts, radio facility charts, Flight Information Manual and *Airmans Guide* (by-monthly). The charts may be purchased from the U. S. Coast and Geodetic Survey while the Manual and *Guide* may be purchased from the Government Printing Office.

* * *

DIRECTORY OF CAA REGIONAL OFFICES

First Region

Regional Administrator, CAA, International Airport, Jamaica, L. I. Region includes: Conn., Dela., D. C., Me., Pa., Md., Mass., N. Hamp., N. J., N. Y., R. I., Vt., Va., and W. Va.

Second Region

Regional Administrator, CAA, 84 Marietta St., N.W., Atlanta 3, Ga. Region includes: Ala., Fla., Ga., Miss., N. C., S. C. and Tenn. (P. R. and Virgin Is.).

Third Region

Regional Administrator, CAA, Chicago International Airport, Park Ridge, Ill. Region includes: Ill., Ind., Ky., Mich., Minn., N. Dak., Ohio and Wisc.

Fourth Region

Regional Administrator, CAA, Post Office Box 1689, Fort Worth 1, Tex. Region includes: Ark., La., N. Mex., Okla. and Tex.

Fifth Region

Regional Administrator, CAA, City Hall Bldg., Kansas City 6, Mo. Region includes: Colo., Iowa, Mo., Kan., Neb., S. Dak. and Wyo.

Sixth Region

Regional Administrator, CAA, 5651 W. Manchester Ave., Los Angeles 45, Calif. Region includes: Ariz., Calif., Nev. and Utah.

Seventh Region

Regional Administrator, CAA, Post Office Box 3224, Seattle 14, Wash. Region includes: Ida., Mont., Ore. and Wash.

Eighth Region

Regional Administrator, CAA, P. O. Box 440, Anchorage, Alaska. Region includes: Territory of Alaska.

Ninth Region

Regional Administrator, CAA, P. O. Box 4009, Honolulu 12, T. H. Region includes: Territory of Hawaii.

BAC CHIDED

Hayes Takes Complaint To White House

CHALLENGE that the Broadcast Advisory Council, acting for the industry in government mobilization activities, is not a truly representative body was made to the White House last week by John S. Hayes, vice president of WTOP Washington.

The charge was made just as NAB President Justin Miller was preparing to call the council to Washington for a Jan. 8 meeting, second session of the full group. First meeting was held Dec. 14 [BROADCASTING • TELECASTING, Dec. 18, 1950].

Mr. Hayes

This second session is to go into regulatory problems, with top FCC officials joining in the discussion. Civil defense and the industry's role in this phase of mobilization also will be considered.

At the Dec. 14 meeting the council met with President Truman, Secretary of State Acheson, Secretary of Commerce Sawyer and other topdrawer government administrators. In each case government officials discussed the radio-TV role in national defense with candor and confidence, according to council members.

Letter to Steelman

Mr. Hayes, writing to John R. Steelman, assistant to the President, complained only one of the 14 representatives of commercial radio stations truly represented non-NAB commercial stations, noting that only half the nation's stations belong to NAB.

After the council was projected last summer, at Mr. Steelman's suggestion in a letter to NAB, some industry elements balked at taking part in the council if it operated under NAB auspices. This undercurrent of opposition melted away at an Oct. 2 meeting and the full council membership was announced in November.

WTOP resigned from NAB more than a year ago following disagreement over anti-newspaper selling by Broadcast Advertising Bureau.

Since the Dec. 14 council-government meeting NAB officials have received numerous favorable comments about the industry's aggressive action on behalf of national defense, according to NAB. Some federal people have referred to the council as a model to be used in patterning participation of other industries in the defense picture.

Mr. Hayes wrote that the two networks represented on the council don't speak for their affiliates but merely their owned and operated stations.

Text of his letter to Dr. Steelman follows:

> There has been considerable publicity recently in the radio trade press about the formation of a Broadcast Advisory Council, reported to have been formed by Mr. Justin Miller, president of the NAB, at your request. On reviewing the names of the members of the Council, I am somewhat shocked to note that of 14 representatives of commercial radio stations in the United States, 13 are representatives of stations which are members of NAB. There is but one representative from a non-NAB commercial radio station.
>
> You may not be aware that of the almost 3,000 radio stations in this country, less than 1,500 are members of the NAB. This means that some 1,500 other stations, or about half of the radio stations in the United States, have only one-fourteenth representation on the Broadcast Advisory Council, whereas the other half, or the members of NAB, have thirteen-fourteenths!
>
> In Washington, for instance, WTOP, the most listened-to station in our nation's capital, is not a member of the NAB and we find ourselves, therefore, in the somewhat embarrassing position of having but a one-fourteenth representation on what is a most necessary and important adjunct to our country's defense effort, and on what I am sure you would agree should include a reasonable industry-wide representation. I know that the council does include representatives of two radio networks which do not belong to the NAB, but, as you know, networks do not speak for their affiliates but merely for their owned and operated stations which, by law, are limited to seven for each network.
>
> I bring this matter to your attention because I think it is one that you will well wish to consider.

Murrow Honored

EDWARD R. MURROW, CBS commentator and narrator of the program and records, *I Can Hear It Now*, has been selected one of the nation's seven outstanding orators by the Speech Assn. of America. In addition to Mr. Murrow, others chosen for their "impact on contemporary American history as well as speech effectiveness" were: President Harry S. Truman, Gen. Dwight D. Eisenhower, Norman Thomas, Chancellor Robert M. Hutchins of U. of Chicago, Sen. Paul H. Douglas (D-Ill.) and Sen. Robert Taft (R-Ohio).

RADIO-TV DUTIES

Ream Addresses Speech Meet

FOUR MAJOR responsibilities of broadcasters to the public were cited by Joseph H. Ream, executive vice president of CBS in a speech Thursday before the Mid-Century Conference of the Speech Assn. of America held at the Roosevelt Hotel, New York, Wednesday-Saturday.

Mr. Ream emphasized that "getting and staying on the air with the best technical facilities" is the first obligation of broadcasters to the public. The second obligation, he said, is to serve the majority "so well that 41 million radio families and 10½ million television families spend four to five hours a day beside their receivers." Giving "most of the people most of the time what they most want to hear," he said, "is the end measure of the success or failure of our system of broadcasting."

Serving a wide variety of minority interests with specialized network programs in more than half of all night-time and weekend hours, was Mr. Ream's third challenge to the broadcasters. Admitting that the documentary programs produced by CBS such as *Operations Crossroads*, *Mind in the Shadow*, and *The Empty Noose*, received only a small per cent of the radio audience possible, he pointed out that the problem is "one of impact." Breakdown of the weekly program schedule from BROADCASTING • TELECASTING, Dec. 25, 1950, into two categories, entertainment and programming for minority tastes, demonstrated that 70% of all quarter-hours from 6-11 p.m. offer at least one network program aimed at minority tastes.

Fourth responsibility, according to Mr. Ream, lies in "maintaining an immense, waiting audience-in-being—ready at any moment to listen and respond to the needs of their government in a time of national emergency." He said "this means broadcasting material that most people want to hear most of the time," and also "keeping virtually all of our 2,000 stations on the air."

Siepmann Charges

Charles A. Siepmann, professor of education at New York U.'s School of Education and author of *Radio's Second Chance*, charged that the offerings of radio constitute "a resounding failure." He said that radio has not tended to subordinate profits to public service but has equated profit-making with its service to the public.

T. R. Shearer, vice president of A. C. Nielsen Co., New York, spoke in a morning session of the conference Friday and warned: "The fact that television is a very powerful advertising medium should not blind us to the possibility of immeasurably enhancing its sales effectiveness by sound research, properly interpreted and fully applied." Mr. Shearer pointed out that the problems of measuring television audiences are enhanced by the high cost of television programming which make imperative the need for comprehensive information regarding every factor that determines a TV campaign's effectiveness. He explained the Nielsen Audimeter technique to the conferees and also demonstrated the Nielsen research data methods.

WALKER REPORT

Lack of Procedure Seen

LAPSE in military security which resulted in "premature" disclosure of the death of Lt. Gen. Walton H. Walker by radio and press was attributed last Thursday to the lack of machinery to implement Korean censorship and the absence of "procedure at various communications outlets."

Col. M. P. Echols, chief of information at Gen. Douglas MacArthur's headquarters, absolved both media of blame, asserting that "neither United Press nor any other agency in Tokyo released the story from this end until clearance was given" at his office.

The disclosure resulted in orders depriving Kenneth Kanton, NBC radio correspondent, and Peter Webb, UP reporter, of press privileges, pending an inquiry into their handling of the story. Col. Robert L. Thompson, U. S. Eighth Army information officer, had termed release of the news as a "gross security violation." Both newsmen subsequently were reinstated.

It was understood that NBC had aired the announcement of Gen. Walker's death, which stemmed from a jeep accident, after news had been carried by press association wires. George T. Folster, NBC's Tokyo correspondent, was apprised of the action.

Meanwhile, last Friday, Gen. MacArthur's headquarters announced a new far-reaching censorship ban on mention of all UN troops in Korea except the Eighth Army whose information officers have been screening all copy before approving its transmission.

WOV Appoints Favia

APPOINTMENT of Tumberto Favia, Italian Language broadcaster for Radio Diffusion Francaise (French broadcasting system) as WOV New York correspondent in Paris was announced last week by Arnold Hartley, WOV, program director. Mr. Favia will use portable recording equipment to cover activities of the Italian-speaking community in France, which is second only to that in the United States in size and is equally active in the business, art and social life of its adopted country, according to WOV.

On the dotted line . .

PLANS for promoting *The Story of Doctor Kildare*, syndicated program, over Yankee Network are discussed by co-sponsors' executives: (l to r) Jerome H. Rose, exec. v.p. of Rhodes Pharmacal Co.; Ade Schumacher, president, and Ira C. Kepford, v.p. charge of merchandising and adv., Liggett Drug Co.

WILFRED BUSH (seated), sales manager, Light Grain & Milling Co., sets one-year contract with KSCB Liberal, Kan., for sponsorship of *Light's Man On The Street*. Looking on are Leon Salathiel (l), KSCB manager, and Roy Pearce, commercial manager.

DAVID M. KIMEL (r), local commercial manager for WLAW Lawrence, Mass., watches as Philip L. Danforth, executive v.p. and treasurer, Essex Savings Bank, same city, signs for daily weather reports. Year's contract marks bank's return to radio

ARRANGEMENTS for *Texas Round-Up*, hour-long show of live hillbilly music originating from several Texas Quality Network stations, are completed by (l to r) Mike McGuire, sales manager, Gulf Brewing Co., sponsor; Jack Harris, manager, KPRC Houston; Wade Barnes, Foote, Cone & Belding, agency handling show; Bert Oliver, FC&B; Jack McGrew, assistant manager, KPRC. *Round-Up* is presented by KPRC, WOAI San Antonio, WFAA Dallas, KRIS Corpus Christi, and KRGV Weslaco.

COMPLETING arrangements for WKRC-FM Cincinnati's exclusive rights to air Cincinnati Mohawk hockey games are: (l to r): Standing, Bob Bender, WKRC-FM sales manager; Byron Taggart, WKRC announcer; Jim Grainey, publicity director for Cincinnati Garden, sport arena; seated, David Taft, WKRC-FM manager and Alex Sinclair, Cincinnati Garden general manager.

P. I. OFFERS MOUNT

Investigations Start

STEPS to protect the public against operators of mail-order business are being taken by government and industry sources as per inquiry and free-time projects continue active.

Several pre-holiday offers are being investigated by the Bureau of Chief Inspector, U. S. Post Office Dept. They consisted of alluringly described Christmas tree ornaments actually made of cardboard.

Better Business Bureau, of Washington, D. C. became interested in tree-ornament offers when WEAM Arlington, Va., MBS capital outlet, refunded money to listeners after receiving a sample.

Broadcast Advertising Bureau, New York, has received many complaints from NAB member stations about per inquiry and mail-order offers. WFIL-TV Philadelphia has moved to protect listeners by setting up contractual rules governing acceptance of all such business, according to General Manager Roger W. Clipp.

Post Office Inquiry

The U. S. Post Office Dept. inquiry followed complaints that mail-order tree ornaments were not worth the $1 charge, according to department officials.

Mentioned in connection with the department's inquiry were Ornaments Ltd., Los Angeles, and Robins, Newton & Chapman, Los Angeles agency.

A. Frank Katzentine, president of WKAT Miami, told BROADCASTING • TELECASTING he had returned to senders the dollars sent to the station in response to announcements. He took this action after inspecting the ornaments.

Postal officials said they would decide, after investigation, whether the facts and evidence justified reference of the case to the Dept. of Justice, which would decide if criminal proceeding should be instituted.

The copy submitted to stations referred to "50 brilliantly colored luminous Christmas tree ornaments for the unheard of low price of only one single dollar. Just think of it, a total of 50 magnificent luminous Christmas tree ornaments, everything you need to transform your Christmas tree and living room into a fairy wonderland—all for only one dollar. And if you're not delighted, your money will be refunded."

Bonus of 36 luminous icicles was offered if the order was submitted within 48 hours. The ornaments were described in considerable detail.

The $1 packet is understood to have contained 4x5-inch sheets on which are stamped Santa Claus, Christmas trees, stars, candy canes and similar effects, a total of 86 cardboard pieces.

A number of similar ornament offers were made by firms bearing other names.

In refunding hundreds of dollars to listeners, WEAM stated that it felt the product was not worth the money. The station had carried six announcements in one day before inspecting a sample of ornaments which it said were offered by Cohen & Whitmore, Los Angeles. The Better Business Bureau of Washington congratulated WEAM on its action. WEAM also carried MBS programs promoting similar merchandise, according to the station.

The WFIL-TV rules covering mail-order items specify that every product advertised must be backed by a certificate of approval from a recognized testing laboratory or by the reputation of an established merchandising firm.

No Censorship

"This action," said Mr. Clipp, "should in no wise be interpreted as unwarranted censorship of the advertising of reputable organizations. Television already has been proved a highly effective medium for mail-order selling. The new WFIL-TV regulations are designed to protect this sales power by eliminating the damaging effects of irresponsible merchandisers."

Another WFIL-TV precaution concerns the acceptance of business from new firms or product merchandisers. When a company has only a briefly-established merchandising background, time contracts will be consummated only after a thorough investigation of company resources, including credit status, it was reported. "If TV stations are to win and hold the continuing confidence of the home audience, they must voluntarily assume the responsibility of supervising the quality of merchandise sold to the viewing audience through TV facilities," Mr. Clipp said.

Radio and TV stations have reported a large number of offers from mail-order firms. Many of these have been forwarded to BAB with comments on the type of merchandise.

Frequent complaint is made that mail-order houses buy newspaper and magazine space but only want to handle radio-TV business on a per inquiry basis.

"This ad will appear in newspapers and magazines from coast-to-coast," said an offer from New Products Distributors of America, New York, in describing a "$10 value" gift box to be offered for $1. The package includes fountain pen, ball point pen, automatic pencil and flashlight. The company pays 35% of the gross amount of all orders. "WE DO NOT BUY TIME," the offer emphasizes.

Maurice C. Coleman & Assoc., Atlanta agency, has a client with "a miracle lint-free, washable plastic cotton polishing, wiping and dusting cloth that retails at $1 for a package containing 10 cloths." In addition a 20x20-inch synthetic chamois goes along with the towels.

In a letter to stations, M. J

(Continued on page 69)

TAX STATUS

Excess Profits Relief Seen

APPEARANCE of Gen. Dwight Eisenhower before KOA Denver's microphone took on added significance recently with announcement that he had been named Supreme Commander of all West Europe military forces. Station's news department recorded the general's statements while he was in Denver and played them on newscasts throughout the day. Excerpts gave listeners a fresh slant on Gen. Eisenhower's views about solving current world problems, and were aired within a few hours after announcement of his appointment.

UNCLE SAM'S future tax bite will not be as big nor as painful to the business of broadcasting as it had seemed nearly two months ago.

First-hand look at the excess profits tax legislation, whipped into shape by the outgoing Congress, shows a number of relief provisions which, despite complexities, promise at least two things for the broadcaster to cheer about this New Year's Day:

- ● The bill, as agreed upon by House-Senate conferees, is less discriminatory against the radio-TV entrepreneur than the old World War II law.
- ● The new legislation is designed to take care of—at least in part—vexing corporate problems inherent in the broadcasting industry.

Whether the relief provisions can aid every individual station operator is a matter which only the tax lawyer or accountant can iron out, it is explained. But for the most part, broadcasters are assured that radio profits, and where present, television profits, will not be wholly siphoned off by the government.

The original House bill (HR 9827) was tightly drawn with few provisions for growth, new services or abnormalities in a corporation's operation. The Senate, however, amended the measure substantially to bring these considerations into the bill's writing. Conferees retained nearly all of the Senate amendments. The conference report was adopted by the Senate Dec. 22 and needs only House approval to go to the White House.

It was expected that the House would follow the action by the Senate and quickly adopt the legislation today or tomorrow (Tuesday) in time for President Truman to sign the measure. The 82d Congress convenes Wednesday.

$3.3 Billion Added

As written, the new tax bill may pick up an estimated $3.3 billion to add to the $4.7 billion tax boost ushered in last fall. However, President Truman announced Thursday that a new tax program was being drawn up to finance the country's increased spending and that it would be submitted to the 82d Congress once the Treasury Dept. and Congressional committees get together on the general outline.

Current thinking in Washington circles points to higher corporate and individual income rate. Under the excess profits levy agreed upon by the conferees, a flat 2% increase in the 45% corporate rate now in existence would be imposed.

It is expected that President Truman will deliver his State of the Union address to Congress within several days after the new Congress convenes. His budget message, usually sent to Congress the following day, may call for a $75 billion spending program for fiscal 1952, it was understood. Most of the money sought would go for the armed forces and for other defense purposes. Few increases are seen for the "normal" operation of the government.

General features of the excess profits bill include: (1) retroactive to July 1, 1950, with termination date on the taxable year beginning June 30, 1953; (2) over-all ceiling on normal tax, surtax and excess profits tax at 62%; (3) crediting of 85% of three best years of the 1946-49 base period; (4) subjecting 75% of the excess to a profits levy, and (5) a minimum credit of $25,000 for all corporations.

An important section of the bill deals with capitalization of advertising expenditures. Briefly, this provision puts it up to the Treasury Dept. to determine a fair rate of return. It is understood that the advertising practice of corporations under the bill would be comparable to planning during World War II. Since no sudden deviation in advertising volume would be permitted, it is expected that cor

(Continued on page 67)

LOOK WHO'S LISTENING!

In the rich Texas Gulf Coast area the *by-word* is *buy radio.* There's no better way to reach so many people at so little cost than via the microphone. In the 71 Texas Counties and Western Louisiana Parishes that make up the KTRH BMB coverage area there are today 2,629,600 people, a big audience getting bigger every day. Population-wise, the Coast is an example of a rocketing market and listener-wise, it's growing, too, as evidenced by the 11.2% hike in KTRH BMB families over Study No. 1.

..... AND TO WHAT 50,000 WATT STATION!

KTRH, of course—the leading Houston station in total BMB families. KTRH also ranks high *inside* Houston, America's 14th market. According to the October-November Hooper Radio Audience Index, it's KTRH they're hearing most in three of the five-time-rated periods.

SHARE OF RADIO AUDIENCE, OCTOBER - NOVEMBER, 1950

TIME	SETS IN USE	**KTRH**	B	C	D	E	F	G	H	OTHER AM & FM	HOMES CALLED
Mon. thru Fri. 8:00 A.M.-12:00 Noon	13.6	**26.3**	7.0	3.7	4.9	9.7	17.9	7.6	20.1	2.8	7,444
Sun.-Sat. Eve. 6:00 P.M.-10:30 P.M.	22.4	**28.7**	4.4	—	4.7	8.5	27.5	9.9	13.9	2.4	9,520
Saturday 8:00 A.M.-6:00 P.M.	19.2	**21.8**	8.5	3.7	4.6	10.1	21.6	14.1	11.3	4.6	3,092

KTRH

CBS—Houston
John Blair & Company—Nat'l Rep.
50,000 Watts—740 KC

All sources available on request

BROADCASTERS OPTIMISTIC

Spot Spurt in '51 Seen

THE broadcasting business will enjoy another prosperous year, assuming world events don't upset everything, in the opinion of a number of industry executives whose views support predictions in the annual BROADCASTING • TELECASTING yearend forecast (Dec. 25, 1950, issue).

Statements received after the Dec. 25 issue had gone to press, point to improved local and national spot sales, in particular, with some optimism in the network field.

Paul McCluer, NBC Chicago AM network sales manager, believes 1951 will be better than 1950, "generally a very good year." "What the season just ended has indicated to us is that sponsors still recognize the fact that radio is the logical national advertising medium, and it will continue to be a good buy for many years to come," he said. ". . . There has been a particularly healthy upswing on the AM spot sales side. Our TV sales picture at NBC in Chicago has been spectacular, and gives every indication of continuing its amazing pace."

John H. Norton Jr., ABC Central Division vice president, said that during the past year the ABC-TV Chicago office developed billings "which totaled midway into the seven-figure bracket." He pointed particularly to the Mars Candy Co. order placed with the division as well as additional AM billings, not counting renewals, of nearly $4 million.

Mr. Rawlins

Mr. Norton

L. R. Rawlins, manager of KYW Philadelphia, Westinghouse-owned, predicted 1951 business will maintain the 1950 level. "We're confident that advertisers will remember the importance of keeping their brand names before the public, a sound business procedure demonstrated during World War II," he said.

H. Leslie Atlass, CBS vice president and WBBM Chicago general manager, predicts "the greatest year in our history, just as 1950 has been. December has been our best month. We expect an increase in our operational expenses, but there's nothing new about that for we have experienced mounting costs year after year recently."

Walter Haase, station manager of WDRC-AM-FM Hartford, sees full employment in that industrial area. He expects local and spot business to rise.

Humboldt J. Greig, president of WHUM Reading, Pa., suggests TV sets can't be kept in service if tubes and servicemen are not available. "Radio, even in TV cities, will benefit," he added. He figures business will be up, especially local and national spot, along with operational expenses.

Frank King, president of WMBR Jacksonville, Fla., said the station is geared to do an increased selling job, by attention to details and hard, intensive selling. "More work in 1951 will again pay off in increased volume, as it always has," he said, predicting local and spot will increase.

Kenneth F. Schmitt, general manager of WIBA Madison, Wis., foreseeing an unchanged business volume in 1951, considers the outlook for general industry and business is excellent. Federal and state building, plus military activity, will aid Madison business, he predicted.

Gaston W. Grignon, general manager of WISN Milwaukee, said the station has just completed its biggest year. "AM radio still remains the most effective low-cost medium," he said, predicting that new advertisers will take the place of any who may cut radio budgets. TV has had "no material effect" as far as WISN is concerned, he said.

Mr. Grignon

1950 was the biggest business year for WQXR New York, declared Elliott M. Sanger, executive vice president of the station. A 10.7% increase in business over 1949 was revealed by Mr. Sanger, an increase which reached its peak during November, the largest sales month in WQXR's existence.

Asserting that "this is further indication of the fact that there is no substitute for good music," Mr. Sanger said, "for this reason, our emphasis for 1951 will be more and more on the kind of musical programs for which WQXR has been a leader for the past 15 years."

Vernon G. Witt, president and manager of Criterion Films Inc., Seattle TV film production firm, said that TV sets in Seattle had increased "more than 400% during the year now ending" and said that his firm had every reason to believe that "the remarkably swift growth of television advertising and merchandising in the greater Seattle area will continue with the same comparative pace noted during 1950." He added that "increased awareness of film as a medium of advertising . . . in television, has accelerated demand in this area for filmed promotional pieces of all kinds . . . Criterion is staffed and geared for much greater activity in production work of this kind in 1951 over 1950."

More TV Money

Maurice Master, of Master Motion Picture Co., Boston, Mass., is convinced there will be more time bought on TV and more money spent on TV next year. Based on his own experience in producing video films, Mr. Master believes there will be an increase in sponsors representing food stuffs, soap products, footwear, and home furnishings. "If the war situation gets worse," he believes, "there's bound to be a decrease in products available to sell. In any event, even if there's less business generally, more television will be used and it will come out of other media."

Joseph Dephoure, of Dephoure Studois, film producers, Boston, Mass., believes that 1951 should undoubtedly be a bigger revenue year for TV and pointed to the present situation in Boston where all available time has already been sold on both television stations. He expects largest increases to come from sponsors of foodstuffs, beverages, hosiery, and beauty products. Mr. Dephoure said, "We're already starting to have curtailments on film stock, and allocations in the future will probably be based on purchases of the last couple of years . . . However, big advertisers will stay in television. And essential films for the government will take the place of any decrease in television advertising."

Feeling Pinch

Fred Niles, Director, Television Division, Kling Studios Inc., Chicago:

"Television films, like many other basic industries, are already beginning to feel the pinch of shortages. Raw stock shortages are becoming evident, and are an element in every producer's think-

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Columbia Broadcasting System

is pleased to announce the affiliation of . . .

WAKE

as the CBS outlet for the rich Greenville South Carolina area*

Effective January 1, 1951

*South Carolina's First Market

WAKE

GREENVILLE, SOUTH CAROLINA
JIM AYERS—*General Manager*

Represented by the O. L. Taylor Company

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO • LOS ANGELES • PORTLAND

KLZ

DENVER'S No. 1 HOOPER STATION

*Latest Hooper reports (Oct.-Nov. 1950) show audience increases in every time bracket for KLZ—Denver's first station.

*Increased Coverage, too! KLZ's daytime and night time BMB has grown over 10 percent.

MORE THAN EVER

...Your Best Buy in the Rocky Mountain Market

KLZ

DENVER

5000 W CBS 560 KC

Represented by

THE KATZ AGENCY

IDEA WAR

Military Planning Radio Increase

PLANS for acceleration of the government's psychological warfare program, entailing use of broadcast media in field operations, were revealed last week by a top military official.

Brig. Gen. Robert A. McClure, head of the newly-created Psychological Warfare Division of the Defense Dept.'s G-3 Section, said his organization is working on personnel and equipment requirements designed to implement military field operations in Korea, Japan and other theatres.

At the same time, he disclosed to BROADCASTING • TELECASTING that his branch has "earmarked" school personnel and specialists not now available for psychological warfare duty.

Gen. McClure's group now numbers only 15 members, none of them familiar with broadcast media, but plans to expand upward to 35 personnel. Those who may be expected to serve would include regular or reserve officers, primarily those with World War II experience.

Gen. McClure's division, reactivated last September, currently is concerning itself with planning and supervising broadcast participation in field operations, including suggestion of possible themes for field use which would be more convincing "than the printed word." His division, he explained, would not be concerned with actual broadcast operations but rather serve to "backstop" psychological warfare.

Contingent on Crisis

"It is conceivable," Gen. McClure commented, "that in time of war, the organization would be sent to Europe to function in the field as it did during World War II." Developments would hinge on the international situation, he noted.

During the last war, Gen. McClure headed ETO, with command over such figures as William S. Paley, CBS board chairman; Adrian Murphy, CBS vice president and general executive; Davidson Taylor, former CBS vice president and incoming general production executive for NBC-TV, and Samuel R. Rosenbaum, former chief of Radio Luxembourg and now head of the trusteeship of the AFM welfare fund [CLOSED CIRCUIT, Nov. 27, 1950].

The Psychological Warfare Division also will work closely with the National Psychological Warfare Board, comprising officials of the Dept. Defense, State Dept. and other agencies. Its purpose is to coordinate overall strategy of U.S. propaganda activity [BROADCASTING • TELECASTING, Aug. 28, 1950.]

The plan for broadcast media envisions, among other facets, possibility of dropping leaflets and broadcasting from U. S. planes. Gen. McClure also thinks it "quite feasible" that guided missiles could be used for voicing broadcasts. To that end, his division currently is guiding research to determine the feasibility of using missiles for broadcast uses.

PHILA. SUITS

Stations To Ask Rehearing

COUNSEL for three Philadelphia stations last week were preparing to ask the U. S. Court of Appeals, Third Circuit, to hear reargument on its reversal of a lower court's decision dismissing $50,000 libel suits against them [BROADCASTING • TELECASTING, Dec. 25, 1950].

The appellate court's decision, interpreting the political broadcast section (315) of the Communications Act, held that the law does not prohibit stations from censoring political broadcasts by persons who are not candidates.

The district court had dismissed suits against the stations—KYW, WCAU, and WFIL—on the ground that Sec. 315 forbids stations to censor political speeches and that under Pennsylvania law the owner of a station is not responsible for libelous broadcasts in the absence of fault on his part.

The Court of Appeals, however, noted that the broadcast involved in the suit was not made by a candidate, and held that the legislative history of Sec. 315, as well as the language itself, shows Congress intended it to apply only in the case of broadcasts by candidates.

Attorneys representing the three stations in the consolidated case planned to base their request for reargument on the fact that the decision rests upon legislative history whereas this point was not covered in the briefs or arguments by either side.

The suits were filed by David H. H. Felix, a Philadelphia attorney, after William F. Meade, then chairman of the Republican Central Campaign Committee, made two broadcasts over the stations in October 1949 allegedly implying Mr. Felix had Communist affiliation.

WGET to Progressive

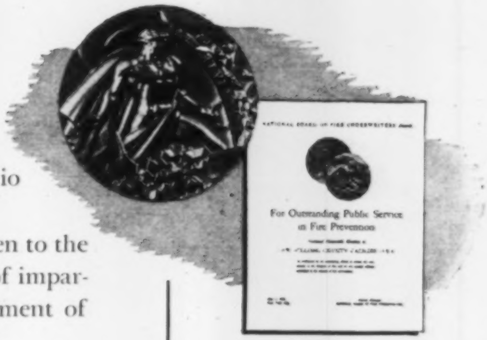
AFFILIATION of WGET Gettysburg, Pa., with the newly-organized Progressive Broadcasting System was announced last week in a joint statement by Earl C. Pace, managing director of the station, and Larry Finley, PBS president. WGET, which is owned by the Times & News Publishing Co., has been in operation since August 1950, on a full daytime schedule.

Son To Bernards

J. J. BERNARD, general manager of KOMA Oklahoma City, is the father of a boy, born Dec. 28, 1950. The child will be named John Joseph Bernard. Mr. and Mrs. Bernard have two other children, Karen Hart and Joan Justice.

An Invitation to Radio and Television Stations

GOLD MEDAL AWARDS FOR OUTSTANDING PUBLIC SERVICE IN PROMOTING FIRE SAFETY



To RECOGNIZE outstanding public service in promoting fire safety, the National Board of Fire Underwriters again announces its annual Gold Medal Awards for 1950 to the nation's radio and television stations.

A Gold Medal or $500.00 in cash will be given to the radio or television station which, in the opinion of impartial judges, has contributed most to the betterment of its community through fire prevention.

There also will be honor award citations to five radio stations for distinguished achievement through their campaigns. Identical awards will be made to the press.

To Prevent Fires and Save Lives

Every year, through their public service campaigns, radio and television stations, and the press, in hundreds of towns all over the United States help their communities gain greater safety from fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such worthwhile services that awards have been made annually since 1941.

Get Entry Forms and Suggestions

You are invited to nominate your radio or television station for the 1950 awards. All radio and television stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS LAST YEAR

GOLD MEDAL

Station KANS
Wichita, Kan.

Honor Award Citations

WEBR
Buffalo, New York

WJEF
Grand Rapids, Mich.

KONO
San Antonio, Tex.

KELO
Sioux Falls, S. D.

KSYC
Yreka, Cal.

NATIONAL BOARD OF FIRE UNDERWRITERS

Public Service Organization of the Capital Stock Fire Insurance Companies

85 John Street, N.Y. 7, N.Y. • 222 West Adams St., Chicago 6, Ill. • 1014 Merchants Exchange, San Francisco 4, Calif.

REPRESENTATIVES

Yearend Roundup

Increased Revenue Seen by 70%

BROADCASTING in 1951 will continue on a sound basis, according to the concensus of national representatives who handle the bulk of the nation's spot business. Looking into the future, 70.4% of the representatives polled by BROADCASTING • TELECASTING see increased revenue for radio in the coming year despite unsettled world conditions.

The majority of representatives expect both spot and local radio billings to expand. Over 76% see increased spot business with the average gain expected to be about 15.5%. In the local field 1951 will be a bigger year according to 77.7% of those expressing an opinion. They expect the gain to average about 9.5%.

Network radio will be down in 1951 in the opinion of 43.7% of the representatives. The drop, they say, will be about 10% below 1950. Another 31.3% expect the network picture to remain the same.

There is no doubt that television billings will increase, expected by the national representatives queried to average about 36%.

AM billings should be up an average of 14% according to 86.1% of the representatives who see gains for this broadcast media in 1951.

Operating Increase

On the question of operating expenses for radio, 79.4% of the representatives see this item increasing an average of 14% in 1951. Another 17.6% say this cost will remain the same.

The war situation, viewed with mixed emotions, was mentioned as a factor to be reckoned with by almost every national representative polled by BROADCASTING • TELECASTING. Basing their predictions in part on the practices of the last war, the majority felt radio could expect added advertising dollars—averaging about 18%.

One faction felt this condition would be precipitated by an increase in "good-will" advertising brought about by expanded war production in many "name" firms and by the stimulus of the excess profits tax. Another group took the view that the advertisers of soft goods—food, clothing, etc.—would increase broadcast appropriations to back available lines. This increase, they said, probably would more than offset any decrease which might come among hard goods. As some items become increasingly hard to get, hard goods advertisers are expected to change their radio advertising theme from selling to institutional messages. Also mentioned was the possible shortage of paper—and the increasing cost of white-space—which would tend to divert some appropriations to radio.

Business in general, according to 82.8% of the representatives, should be better in 1951. They peg the average gain at about 14%.

Mr. Pearson

Even with the present-day unsettled world conditions, the representative generally take the view that both radio and television will prosper in 1951. John E. Pearson, president of John E. Pearson Co., New York, feels that the industry "will have the biggest year in its history and especially spot on both radio and TV. The station that's really on its toes and has smart local programming as well as alert local and national sales staffs and representatives can expect to do from 15 to 20% more business overall. . . ."

Adam J. Young, president of Adam J. Young Inc., New York, expects that despite abnormal conditions business will be good. He says "the amount of money spent on all types of advertising will increase, and this will be reflected favorably in radio and television. . . ."

Mr. Young

Mr. Venard

"General business will be better with a great variety of lines showing improvement," in the opinion of Lloyd Venard, vice president and eastern sales manager of O. L. Taylor Co., New York. Decreases, however, are seen "in lines of business where production is curtailed for war necessities—automobiles, for example."

A warning to stations not to return to the "take it or leave it" selling attitude of the last war is voiced by Lewis Avery, president of Avery-Knodel Inc., New York. As to the business picture, Mr. Avery feels that "spot radio and spot TV advertising will show substantial gains in 1951 over 1950. I would estimate that spot radio will increase 15% and spot television 25%. If there are no new TV stations in 1951, a large part of the increase will come from rates. . . ."

"General business activity in 1951 will increase," according to James W. Le Baron, manager of

(Continued on page 80)

• As we start the New Year, we at WISN pledge to continue giving our advertisers the same outstanding service and satisfaction that they have learned to expect from Milwaukee's most productive radio station.

• We also reaffirm our policy of broadcasting the finest local and network public service programs and special events.

• For it is our belief, that only by gaining the acceptance and loyalty of both its listeners and its advertisers can a radio station attain greatness and keep it.

WISN

Milwaukee's CBS Outlet
Represented by KATZ Agency

Want to be *snowed under with replies* in New England?

F. H. Snow Canning Company, a regular participant on Mildred Carlson's "Home Forum," knows that 50,000-watt WBZ really gets action in New England.

This letter from Snow's agency, Daniel P. Sullivan Company, tells the whole story—

> "Until further notice, please omit reference to the free recipe booklet. Response has been remarkable, not only in number but in geographic spread.
>
> "Analysis shows returns from every corner of the New England states as well as New York State and Canada.
>
> "Our present difficulty is the limited office staff. If we continue to swamp them with requests, we're afraid of delays in mailing out the books, which would not be good!
>
> "Thank you for your excellent work on Snow's Clam Chowder and other products."

Want further evidence in the same vein? Ask WBZ or Free & Peters. They'll give you eye-opening records on WBZ results.. on both daytime and nighttime programs!

WBZ BOSTON

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

REGIONALS

Yearend Roundup

See 5-20% Gains in Year Ahead

REGIONAL networks and groups are generally hopeful of improved business in the year ahead, with gains ranging from 5% to 20%.

Of a dozen regional organizations that replied to a BROADCASTING • TELECASTING questionnaire, only three predicted business will be unchanged in 1951 and in no case did a regional predict a loss in revenue.

All but three regionals predicted local business would rise and estimated increases running from 5% to 25%.

Four groups predicted national spot would remain the same whereas nine predicted gains ranging from 2% to 15%.

All but three predicted gains in network time sales, ranging from 5% to 25%. None expect the 1950 level to continue, with the trio anticipating declines, estimating them at 10% and 25%.

Main sources of increased business mentioned on the regional questionnaires were foods, drugs, household, regional soft goods, national hard goods, national spot, war industries, institutional, industrial, auto, farm implements, money lending and service organizations.

All but one group predicted operating costs would go up anywhere from 3% to 20%, with most of the estimates running around 10%.

As to general business, only one regional looks for a decline in 1951. The rest look for overall business to go up anywhere from 5% to 20%, mostly around 10%.

Mr. Jones

Mr. Ingrim

Merle S. Jones, general manager of Columbia Pacific Network, believes material shortages "will translate themselves into an abnormal turnover of advertising accounts. Since radio is less dependent on hard-goods manufacturers than some media, we expect fairly normal national business in the soft-goods lines and services, but local dealer shortages and credit regulations will require wider diversification of local accounts on our station.

"The rising cost of newsprint indicates possible newspaper rate hikes, and newsprint shortages may appear presently. Therefore we expect greater demands for our radio facilities in 1951 from local as well as national accounts." Southern California, he reminded, is a center of war production plants and larger payrolls will bring more retail buying.

Lynn L. Meyer, vice president in charge of sales, Intermountain Network, Salt Lake City, said: "We believe that recent credit restrictions on auto buying will expand use of radio by dealers and manufacturers. The last quarter of 1950 has brought increased interest on the part of farm implement dealers. For the first time in several years we have regular schedules from distributors and dealers.

Heavy Spot Activity

"We feel certain that these schedules will continue throughout the year since farm income continues good. Unless the armed forces make unusually heavy demands on food processors we look for heavy spot activity in this field. Intermountain billings increased more than 100% in 1950 and we are bullish on 1951."

Ward D. Ingrim, vice president in charge of sales, Don Lee Broadcasting System, said: "Should certain materials go on the critical list, the entire advertising picture would change. If avenues of supply remain relatively open, we at Don Lee-Mutual are expecting a really good year of business in 1951."

Mr. Gill

Mr. Samuels

Frank Samuels, vice president and general manager in charge, ABC Western Division, believes radio will hold its own in 1951 and pass 1950 in gross sales.

"Many advertisers who have curtailed some of their radio budgets to go into television are now expanding radio once more, while many new advertisers are entering radio for the first time," he said. "Many new advertisers who were never in radio, and other advertisers from other media who displayed their product in newspapers, magazines, etc., are continuing to give TV a phenomenal growth." Despite the national emergency he predicted business will continue to prosper and Southern California's population influx is bringing new dollars and consumers, he added.

Cliff Gill, general manager of Pacific Regional Network, believes the booming West Coast will roll up record payrolls. He

(Continued on page 66)

the new WAAB

√ NEW OWNERSHIP
√ NEW PROGRAMMING
√ NEW PERSONNEL

Announces the appointment of Everett-McKinney, Inc.

NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO

AS EXCLUSIVE NATIONAL REPRESENTATIVES

Effective Jan. 1, 1951

now owned and personally operated by . . .

THE OLIN CORPORATION
Bruff W. Olin, president

WAAB 5,000 WATTS WORCESTER, MASSACHUSETTS

For three straight months

WWDC

Washington, had the

BIGGEST MONTH

in its history!

October was the biggest month in WWDC's exciting history! Then November topped October! And then December topped November! This happened in Washington, mind you—a booming city with 4 newspapers, 4 television stations, and 14 radio stations. There's just one reason why: WWDC gives advertisers more results in dollars and cents. Get all the dope from your Forjoe man.

★ ★ ★ ★

P.S.—Transit Radio (WWDC-FM) also broke all records for the 3-month period. Don't overlook this hot new advertising medium in your 1951 plans. National reps: H-R Representatives, Inc.

FM OUTLOOK

Yearend Roundup

Face '51 With Confidence

MANY FM stations face 1951 with confidence, judging by scattered returns from FM stations that sell time. A BROADCASTING • TELECASTING questionnaire sent to some two score FM stations did not draw enough replies to reduce figures to a percentage basis.

Only one of a dozen respondent stations predicted 1951 will be worse than 1950, maintaining the traditional optimism of many FM operators despite the difficulties they face. The rest estimated time sales will go up from 10% to 100% in 1951, with higher figures coming in several cases from transit and/or storecasting operators.

Local business will increase anywhere from 10% to 100%. One station executive fears a 20% loss in local revenues. National spot will go up from 10% to 100%, according to a half-dozen stations, but three predictions expected no change in this category.

Type of sponsors from whom more business is expected include local retail, wholesalers, distributors, co-op accounts, jewelers, beverages, construction and furniture.

Asked if TV in their markets is hurting their FM revenues, two stations said television actually increases revenues; three said there is no effect; one conceded TV hurt his business.

Operational expenses will go up around 5% to 10%, many managers believe, but two expect no change and one hopes for a decrease.

Here are some of the comments submitted by FM executives:

Ben Strouse, general manager of WWDC-FM Washington, predicted the station's FM business would be up 100% in 1951 and called the figure "conservative." "We are Washington's transit radio station," he said, "and transit radio has only now hit its stride as an effective medium. December was our biggest month by far, and we are still growing.

Shortages Threaten

"Presumably some of our best sources of revenue will dry up because of shortages, but new sources will undoubtedly develop. Our country will be going through a tough period — there will be stresses and strains. We will have manpower problems, material problems and many others, but radio will again serve well in whatever emergencies arise. Commercially, radio will have one of its best years, despite obstacles that may develop."

Edward A. Wheeler, president and general manager of WEAW (FM) Evanston, Ill. (Chicago), said "most of the water was removed from the FM picture in early 1950. A gradual increase in the number of FM stations (and FM operating hours) is expected in 1951 as additional AM and AM-FM operators find it necessary to evaluate their audience.

"In TV markets, the increasing proportion of TV-FM sets (without AM) will cause concern to the AM stations without FM affiliates. In 1951, FM should receive recognition from national accounts now that FM has been shown to be a good advertising buy on the local level."

E. J. Paxton Jr., manager of WKYB-FM Paducah, Ky., broadcasts local baseball but fears the war will kill minor league baseball.

Everett L. Dillard, general manager of WASH (FM) Washington, said TV had helped FM by increasing audience "because of TV-FM combinations and by establishing in the minds of the public that there is more than one medium of broadcasting, i.e. AM."

Advertising to Gain

"Regardless of the international situation," he said, "all indications point to a considerable upsurge in FM advertising in 1951." FM circulation in Washington is rising, from 114,000 last October to an estimated 125,000 as of Jan. 1. There are more FM than AM stations at night in Washington, he noted, and predicted that around the nation a number of FM stations should reach the profit stage in 1951.

Sol Chain, vice president and general manager of WBIB (FM) New Haven, Conn., expects revenues to drop because "over 40% of our business is advertising television. From what I hear on other stations that figure probably holds for them, too. With no TV to sell, that business will be lost. Assuming there will be revenue from other sources connected with the defense effort, we'll still be 20% under. General business in this area should be improved since this area is part of the arsenal."

Jerome P. McCarthy, station manager of WTOA (FM) Trenton, N. J., has transit radio and said response from local merchants is "very encouraging."

Ira A. Hirschmann, president of WABF (FM) New York, looks for a 10% increase in the station's income next year and contends TV actually is a help to FM.

E. J. Hodel, general manager of WCFC-FM-AM Beckley, W. Va., expects a 75-100% increase in FM business in 1950, with local up 100% and spot up 50%. He believes mobilization will aid FM, possibly to the detriment of TV, due to scarcity of metals and components for sets. In turn he feels manufacturers will find it more profitable to build quantities of FM sets instead of fewer TV receivers. He notes a revived interest in FM by set makers, advertisers and even networks, pointing to a slow but sure FM expansion in 1951.

Guy T. Nunn, manager of WDET (FM) Detroit, expects 1951 to be the biggest year in FM, AM and TV history, with chance FM's gain may be slight depending on set production and conversion of TV production to open-band FM sets. He fears dislocations during the changeover to military production.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

HILL PICKUPS

Provides for Radio-TV

FACILITIES for future radio-TV pickups in Congress have been installed in the newly remodeled Senate and House chambers, according to Robert Lee Holcomb, electrical engineer of Capitol Architect David Lynn's staff.

New streamlining of the Capitol's Senate and House wings is slated to be ready for the convening of the 82d Congress Wednesday. Remodeling took place for half-year periods in 1949-50. Total cost approaches $5 million.

According to Mr. Holcomb, conduits, junction boxes, cabinets and plug-ins for microphones have been built in the new House chamber. Most of these facilities also are integrated in the Senate design. He said that during the remodeling, a representative group of broadcasters was called in for consultation in order to determine radio-TV's needs.

Most complete facilities are in the House wing where joint sessions of Congress are held. Permanent lines have been run from the House wing's "attic" to a broadcast cabinet which gives outlet to the outside, thence to a sound truck. Complete "studio equipment" of 12 spot and floodlights can be set up in the House for TV and newsreel purposes, it was pointed out.

JAZZ PROGRAM

Is Savings Bonds' Salute

LATEST "Guest Star" program produced for the U. S. Savings Bonds Div. of the Treasury Dept. is a 15-minute jazz classic that has been distributed to 2,800 radio stations, it was announced last week. The show, called *Dixieland Clambake No. 1*, features 2 of the nation's greatest jazz artists including Bob Crosby, Hoagy Carmichael, Ziggy Elman, Joe Venuti and Charley Teagarden.

As a part of the public service effort to urge the buying of U. S. Savings Bonds, the show was recorded early in November in CBS Hollywood's Vine St. studios. The release was scheduled for broadcast New Year's Eve.

They're talking about you

. . . and what you sell

If you have a product or service to sell, someone is probably talking about it right now.

For, when customers and prospects get together, table-talk can turn to shop-talk — and to you and what you sell.

Word-of-mouth mention is powerful medicine in any sale—and whether it's a boost or a blast can often depend upon the impressions made by your personal selling, what other customers say and, perhaps most of all, by your advertising.

It's advertising that influences the people you can't get in to see or don't know. It's advertising that pre-conditions prospects — that shapes the opinions upon which your order can rest.

That's why so many successful marketing executives in every field are advertising-minded.

They know that the salesman is but one link in the buying-chains-of-command — that chain reactions are triggered by advertising—and that their (and your) greatest sales asset is *acceptance.*

Selling *to* advertisers is no different.

Advertising is bought by the *group* of executives who plan marketing strategy and tactics.

That's why media, agencies, services and suppliers concentrate their advertising in Printers' Ink. It's the one publication that reaches the *entire* marketing group of advertising, management, sales and agency executives who create and *buy* advertising.

Printers' Ink is the magazine of marketing *for* advertisers—the place to build *acceptance* among the leading buyers of advertising.

Printers' Ink

PRINTERS' INK | **THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES**
205 EAST 42nd STREET, NEW YORK 17, N. Y. • MURRAY HILL 3-6500

HENNOCK, WEBSTER

Yearend Roundup

See '51 Advances

By FREIDA B. HENNOCK
Commissioner, FCC

Miss Hennock

I have no difficulty in fixing the most significant event in the field of broadcasting during the critical year of 1950. The past year will be long remembered as the one in which educational television took its first firm steps toward realization. 1950 saw educators make a forceful claim for television frequencies supported by a rising tide of public opinion in favor of a reservation of these scarce channels for non-commercial, educational purposes. Educational television once was only a pious hope. Today it is well started on its way toward becoming a reality in millions of American schools and homes.

The rapid development of the television industry is high tribute to American productive and distributive genius. But it is not fitting that this great electronic innovation merely be added to America's stock of technical advantages and electric home appliances. Television has an enormous potential for improvement and good—for spreading knowledge, enlightenment and culture to every adult and child throughout the entire United States. It would be gross misuse of an unique opportunity as well as a waste of a limited and valuable natural resource if TV's great potential was completely disregarded in the rush to exploit the medium commercially.

No one ever denies the crucial importance of free public education in our democracy. Everyone is in agreement on the limitless teaching potential of television. Similarly, the inability of educators to compete with commercial interests for available frequencies is recognized. Yet there are those who balk at giving education any substantial access to television on the ground that this valuable medium will be badly used and wasted by educators. I, for one, am not so hesitant. I would entrust television to educators just as I trust them with the development and training of the minds of our children.

The next 12 months may someday be recognized as the opening of the 20th Century Renaissance thanks to the modern miracle of television. Broadcasters and equipment manufacturers alike will benefit by this anticipated resurgence of education and enlightenment. They are the people most directly responsible for making America radio and television conscious and to them in great part falls the responsibility for maintaining the trust and confidence of the public. The second half-century will be only the beginning.

* * *

By E. M. WEBSTER
Commissioner, FCC

Mr. Webster

I believe that I am safe in saying that, of all the complaints hurled against the FCC, the one most often registered pertains to the delay suffered in reaching final action on pending matters.

While I can not help but agree that the responsibility for some of the delay lies with the Commission, there is much to be said with respect to time wasted by the applicants themselves who, for example, often file improperly prepared applications and other papers, as well as pleadings which are clearly dilatory.

But this is not the time for recriminations—this is the time for resolutions. And, as one of my 1951 resolutions, I hereby resolve that I shall continue my practice of using every means at my disposal to move all properly prepared matters through the Commission with the greatest possible rapidity.

CANADIAN SALES

CKSO, CJRL Change Hands

CKSO Sudbury, Ont., and the *Sudbury Star*, daily newspaper, have been sold by the late W. E. Mason's estate to a group of Sudbury citizens for $1,500,000. James R. Meakes, general manager of the *Sudbury Star*, and Wilf Woodill, manager of CKSO since 1934, are listed in the buying group. Proceeds of the sale will go to a charitable foundation, it was reported.

Sale also is reported of CJRL Kenora, Ont., for an undisclosed sum by James Richardson & Sons, Winnipeg, to the Norwesto Corp., Kenora, headed by Carl Johnson. Sale of CJRL and CKSO are subject to approval by the CBC board of governors.

STATION COSTS

Doherty Cites Increases, Manpower Shortage

INCREASED station operating costs and growing shortage of manpower loom as possibilities in the months ahead, according to Richard P. Doherty, nationally known economist and NAB employe-employer relations director.

While no person is in the position to predict what the government will do about price controls and wage freezing, as well as advertising allowances, Mr. Doherty pointed out that station costs rose sharply during World War II, particularly after 1942.

Shortage of manpower is a definite possibility, he said, with its impact on stations depending to considerable degree on relief measures provided by the government. Life-saving action during World War II was FCC's suspension of its Rule 91-C, requiring that an operator with first-class ticket be on duty at all times.

War Demand

With the big demand for technical radio personnel in the war, Mr. Doherty explained, stations were able to keep operating without any loss in efficiency by using non-first class technicians and by creating combination jobs.

As a matter of fact large numbers of stations informed FCC during World War II they were able to obtain combination men better trained for announcing, continuity and the simple dial-turning chores than was possible when hiring was limited by Rule 91-C.

The much talked about "wage-price control" program will have its primary impact upon broadcasters through any general wage stabilization which may be put into effect, according to Mr. Doherty. However, even under a so-called wage freeze, there are likely to be demands for "fringe" wage increases which in the final analysis mean higher payroll costs. This was the common experience of virtually all lines of business during World War II.

Many stations, with costs rising during the war, increased their rates. In addition they sold more time and were able to handle the cost situation in a satisfactory fashion, Mr. Doherty recalled.

The excess profits tax in effect during World War II allowed broad privileges with regard to money spent for institutional advertising, he reminded. Some limits were placed in the case of companies producing war goods on a cost-plus basis, according to Mr. Doherty.

National advertisers and their agencies are concerned over any new excess profits tax because they are anxious to keep valuable trade names alive as well as to sell available goods and services.

The months immediately ahead will bring developments affecting all phases of station operation, Mr. Doherty said, creating problems that will challenge the ability of management to keep costs under control while maintaining efficient service and high-class programming through adequate and efficient staff employes.

Retailers get
WHOLESALE
results when they use

Retailers get pretty d——d cautious when it comes to spending their *own* money on radio.

But retailers using WPWA report "wholesale" results. Dealers in appliances, vacuum cleaner repairs, furniture or furs all cheer for WPWA, all *recommend* WPWA to other retailers.

We have availabilities for some national business. If your company or your client has an *influential* dealer in the Delaware County suburbs of Philadelphia, go to a little trouble to write and ask "Whaddye think of WPWA?"

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.
Represented By
NATIONAL TIME SALES, 17 E. 42nd Street, New York City

ASK INJUNCTION

In 'Times-Picayune' Case

A TEMPORARY injunction against the *New Orleans Times-Picayune*, respondent in an anti-trust suit lodged by the government last summer, was sought in a motion filed last Tuesday in Federal District Court, New Orleans.

The motion, which seeks either an injunction or a partial summary judgment, asked the court to decree that the Times-Picayune Publishing Co. "be perpetually enjoined from offering combination or unit rates" for certain advertising in the daily *Times-Picayune* and afternoon *New Orleans States*.

The action represented an interim move by U. S. Attorney John McKay in a case involving publication of the two newspapers but not the company's radio interests, WTPS-AM-FM New Orleans. The suit, reminiscent of FCC's duopoly broadcasting rule, is being watched closely, however, by FCC legal authorities and newspaper-owned stations [BROADCASTING • TELECASTING, Oct. 2, June 19, 1950].

The Justice Dept. suit is aimed partly at alleged practices involving all "combination" rates, charging in this case that the company used its two papers to attain monopoly at the expense of the competing *New Orleans Item*. The company has denied charges of anti-trust action and monopolistic practices.

Attorney McKay's motion added that if the request is not granted, the court should issue an order, "pending final determination of the merits of the complaint, temporarily restraining the company from adhering to certain advertising contracts."

Also filed with the district court was an affidavit signed by David Stern, publisher of the *Item*, and George Nelson, *Item* executive, which charged that combination rate selling has caused that newspaper to "operate on greatly reduced revenues and at substantial operating losses."

Officials of the Times-Picayune Publishing Co. contend that such procedures are generally utilized in the newspaper filed and do not violate the anti-trust law.

FCC normally has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees, nor has it clarified its policy generally with respect to such cases.

Ethan Allen

FUNERAL services were held in Santa Rosa, Calif., for Ethan Allen, 40, West Coast advertising and radio man who died Dec. 19 after an illness of almost a year. Mr. Allen retired from BBDO, San Francisco, last February and moved to Santa Rosa in an attempt to regain his failing health. He is survived by his widow, Elizabeth, and four children.

HYDE APPEARS

Testifies on Wire Tapping

FCC Comr. Rosel H. Hyde appeared Dec. 20 before the Senate Committee on the District of Columbia concerning S 4154, a bill making any wire tapping unlawful in D. C. except by a law enforcement officer acting under court warrant. The bill was introduced by Sen. Matthew M. Neely (D-W. Va.), committee chairman.

Comr. Hyde said FCC wished to take no position on the issue but explained Sec. 605 of the Communications Act contains a general prohibition against unauthorized interception and divulgence or use of wire or radio communications of a private nature. He said also the Supreme Court in the 1937 *Nardone* case ruled government employes, including law enforcement officers, were included in the prohibition under Sec. 605.

The question of relaxing provisions of Sec. 605, Comr. Hyde said, rests with Congress since wire tapping is "clearly as great as invasion of a citizen's basic rights of privacy as any search of his home or person." He felt necessary some provision of safegaurd such as the proposed requirement for a court warrant to wire tap. Comr. Hyde recalled a number of bills similar to S 4154 have been proposed, particularly relating to national defense or kidnapping.

Rep. Kenneth B. Keating (R-N. Y.) introduced a comparable measure in the House, HR 9929, a bill to authorize acquisition and interception of communications in the interest of national security.

RCA announces new high-fidelity tape recorder designed to meet exacting broadcasting requirements. RCA type RT-11A magnetic tape recorder is suitable for all sizes of AM, FM and TV stations, firm says.

Radio-TV Specialists

DEPT. OF DEFENSE officials revealed last week that the military establishment has availabilities in its radio-TV branch for Naval Reserve commissioned officers who wish to return to active duty. Positions are open for radio-TV writing and production specialists as well as for reporters interested in recording documentaries outside of Washington for the department. Qualifications include network or large station writing production experience and special events background, but are not limited to those factors, it was stressed. Naval reserve officers are not presently subject to involuntary recall. Applicants should contact Chief of Information, Navy Dept., or the Director of Information, Office of the Secretary of Defense, Dept. of Defense, Washington, giving background experience and service serial number.

The Branham Network
SAN FRANCISCO
LOS ANGELES
CHICAGO
DETROIT
NEW YORK
ST. LOUIS
CHARLOTTE
MEMPHIS
ATLANTA
DALLAS
10
Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

Rules Concerning The Construction, Marking and Lighting Of Antenna Towers and Supporting Structures

(See separate story this issue)

SUB-PART A
GENERAL INFORMATION

§17.1—Basis and Purpose

(a) These rules are issued pursuant to the authority contained in Title 3 of the Communications Act of 1934, as amended, which vests authority in the Federal Communications Commission to issue licenses for radio stations when it is found that the public interest, convenience or necessity would be served thereby, and to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(b) The purpose of these rules is to prescribe certain procedures and standards with respect to the Commission's consideration of proposed antenna structures which will serve as a guide to persons intending to apply for radio station licenses. The standards have been worked out in conjunction with the Civil Aeronautics Administration, the Department of Defense and other Government agencies.

§17.2—Definitions

(a) **Airport Reference Point.** The airport reference point is a point selected and marked at the approximate center of the airport landing area.

(b) **Antenna structures.** The term "antenna structures" includes the radiating system and its supporting structures.

(c) **Approach Surfaces and Approach Areas.** The approach surface is an imaginary inclined plane through the air space located directly above the approach area. The dimensions of the approach area are measured horizontally. This inclined plane extends upward and outward from the beginning of the approach area starting at the elevation of the runway end.

(1) **Length**—The approach area has a length of 10,000 feet beginning 200 feet (1,000 feet for regular Department of Defense Air Bases) from the end of each runway and extending outward, ending at a point 10,200 feet (11,000 feet for regular Department of Defense Air Bases) from the end of the runway on the extended center line of the runway. In addition the approach areas of all runways which may be used for instrument operation shall extend outward an additional 40,000 feet. The approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations and to both ends of such runways.

(2) **Width**—The approach area is symmetrically located with respect to the extended runway center line, and for all instrument runways has a total width of 1,000 feet (1,500 feet for regular Department of Defense Air Bases) at the end adjacent to the runway. The approach area flares uniformly to a total width of 4,000 feet at the end of the 10,000-foot section and to a total width of 16,000 feet at the end of the additional 40,000-foot section. For all other runways not designated for instrument operation, the approach area has a total width at the end adjacent to the runway, and at the approach end, respectively, as follows: For express air carrier service and larger airports, 500 feet and 2,500 feet; for trunk line air carrier service airports, 400 feet and 2,400 feet; for feeder air carrier service airports, 300 feet and 2,300 feet; for secondary airports, 250 feet and 2,250 feet and for personal airports, 200 feet and 2,200 feet.

(3) **Slope**—For instrument runways the slope of the approach surface along the runway center line extended is 50:1 (an elevation of 1 foot for each 50 feet of horizontal distance) for the inner 10,000-foot section and 40:1 (an elevation of 1 foot for each 40 feet of horizontal distance) for the outer 40,000-foot section. All other runways, not designated for instrument operation, which meet or exceed the minimum runway length requirements for feeder air carrier service shall have a slope of 40:1. On airports with shorter runway lengths than those specified for feeder air carrier service, the slope of the approach surface is 20:1 (an elevation of 1 foot for each 20 feet of horizontal distance) for all runways.

(d) **Conical Surface**—The conical surface is an imaginary surface through the air space extending upward and outward from the periphery of the horizontal surface and having a slope of 20:1 measured in a vertical plane passing through the airport reference point. Measuring radially outward, from the periphery of the horizontal surface, the conical surface extends for a horizontal distance of 7,000 feet for intercontinental express airports, intercontinental airports and Department of Defense Air Bases; and 5,000 feet for continental, express, trunk line and feeder airports, and 3,000 feet for all smaller airports.

(e) **Designated Air Traffic Control Areas**—Areas established and designated by the Administrator of Civil Aeronautics for air traffic control purposes. Information concerning the location of these areas can be obtained from CAA publications and by contacting the CAA regional office.

(f) **Established Airport Elevation**—The established elevation of the airport is the elevation of the highest point of the usable landing area.

(g) **Established Coastal Corridors**—Certain established corridors in which low level flight is required for Department of Defense and Coast Guard air operations conducted from air stations located within 20 statute miles of the Atlantic, Pacific and Gulf Coast. These corridors will be ten miles in width extending from coastal air stations to the nearby sea coast. Information with respect to these established corridors will be published along with the information on civil airways.

(h) **Civil Airways**—A system of aerial routes designated by the Administrator of Civil Aeronautics for Air Navigation and Traffic Control purposes. Information concerning the location of civil airways can be obtained from aeronautical charts, CAA publications, and by contacting the CAA regional offices.

(i) **Final Approach Minimum Flight Altitude**—An altitude designated by appropriate federal authority which is normally established from the highest point within five statute miles of the center line of the final approach course of the radio facility used for final letdown for an airport, and extending for a distance of ten statute miles along this course outward from the radio facility. The radio facilities used for final let-down and the final approach minimum flight altitudes are published in Instrument Approach and Landing Charts and the Flight Information Manual.

(j) **Horizontal Surface**—The horizontal surface is an imaginary plane through the air space, circular in shape, with its height 150 feet above the established airport elevation and having a radius from the airport reference point as indicated in the following table:

Intercontinental express airports and Department of Defense Air Bases	13,000 feet
Intercontinental airports	11,500 feet
Continental Airports	10,000 feet
Express airports	8,500 feet
Trunk Line airports	7,000 feet
Feeder airports	6,000 feet
All smaller airports	5,000 feet

The category of every airport in accordance with the above classification is designated by the Administrator of Civil Aeronautics.

(k) **Instrument Approach Area**—An approach area where instrument approaches are authorized. The dimensions of the approach area and instrument approach area are contained in Section 17.2 (c).

(l) **Landing Area**—A landing area means any locality, either of land or water, including airports and intermediate landing fields, which is used, or approved for use[1], for the landing and take-off of aircraft whether or not facilities are provided for the shelter, servicing, or repair of aircraft, or for receiving or discharging passengers or cargo.

(m) **Minimum Flight Altitude**—Minimum altitudes designated by the Administrator of Civil Aeronautics to provide aircraft a safe clearance of all obstructions within the area designated. The necessary information concerning the locations of these areas and the established minimum flight altitude can be obtained from the CAA publications and by contacting the CAA regional offices.

(n) **Transitional surfaces**—The transitional surfaces are imaginary inclined planes through the air space having a slope of 7:1 (an elevation of 1 foot for each 7 feet of horizontal distance) measured upward and outward in a vertical plane at right angles to the axis of the runway. The transitional surfaces, symmetrically located on either side of the runway, extend upward and outward from a line on either side of the runway which is parallel to and level with the runway center line. These parallel lines are at a horizontal distance from the runway center line equal to one-half of the minimum width of the approach area indicated in Section 17.2(c)(2). Transitional surfaces extend from the edges of all approach surfaces upward and outward to the intersection with the horizontal surface or the conical surface. The approach surfaces for instrument runways projecting through and beyond the limits of the conical surface shall have 7:1 transitional surfaces extending a distance of 5,000 feet measured horizontally from the edge of the approach surfaces and at right angles to the runway axis.

§17.3—Form to be Used to Describe Proposed Antenna Structures.

All applications for radio facilities shall be accompanied by FCC Form 401A (revised) for services other than broadcast* in all cases when:

(1) the antenna structures proposed to be erected will exceed an over-all height of 170 feet above ground level, or

(2) the antenna structures proposed to be erected will exceed an over-all height of one foot above ground for each 200 feet of distance, or fraction thereof, from the nearest boundary of any landing area.

§17.4—Commission Consideration of Proposed Antenna Structure with respect to possible hazard to air navigation.

(a) All applications which in the light of the criteria set forth below require aeronautical study will be referred by the Commission through appropriate channels to the Airspace Subcommittee of the Air Coordinating Committee for its recommendation.

(b) All applications which do not require aeronautical study in view of the criteria set forth below will be deemed not to involve a hazard to air navigation and will be considered by the Commission without reference to the Airspace Subcommittee of the Air Coordinating Committee.

(c) Whenever a recommendation for approval of any application that has been submitted to the Airspace Subcommittee of the Air Coordinating Committee has been received from that Committee, the application will be deemed not to involve a hazard to air navigation and will be processed by the Commission accordingly.

(d) Whenever a report recommending denial of any application or any report which indicates a lack of agreement among the members of the Airspace Subcommittee of the Air Coordinating Committee has been received from that Committee, the applicant will be so advised and the Commission will take such further action as might be appropriate.

SUB-PART B
ANTENNA CRITERIA

§17.11—Antenna Structures over 500 feet in height.

Antenna structures over 500 feet in height above the ground will require special aeronautical study irrespective of their location.

§17.12—Antenna Structures over 170 feet up to and including 500 feet in height.

Antenna structures over 170 feet up to and including 500 feet in height above the ground will not require spe-

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[1] Consideration to aeronautical facilities not in existence at the time of the filing of the application for radio facilities will be given only when proposed airport construction or improvement plans are on file with the CAA as of the filing date of the application for such radio facilities.

*FCC Form 301, Section V-G (antenna) shall be submitted with all broadcast applications.

THE CBS STATIONS
COVERING THE TOP OF THE NATION
Announce
The Appointment of
WEED AND COMPANY
As Exclusive National Representative
Effective January 1, 1951
K C J B - - - - K S J B
910 KC-1000W — 600 KC-5000W
Minot, N. Dak. — Jamestown, N. Dak.
(Studios in Bismarck and Fargo)
Owned and Operated By
JOHN W. BOLER

cial aeronautical study except:

(a) Where antenna structures less than 500 feet in height would necessitate the raising of the minimum flight altitude within the Civil Airways and designated air traffic control areas in the country.

(b) In areas of established coastal corridors.

(c) Where the antenna structure would project above the landing area, or the limiting heights or surfaces, specified in Section 17.15, of all airports now in existence or provided for in approved plans[1].

§17.13—Antenna Structures 170 feet in height and under.

Antenna structures 170 feet and under in height above the ground will not require special aeronautical study, except in the areas outlined in Section 17.15.

§17.14—Certain Antenna Structures Exempt from special aeronautical study.

Antenna structures mounted on top of natural formations or existing man-made structures will not require special aeronautical study, if, as a result of such mounting, the over-all height of such natural formations or existing man-made structures has not increased more than 20 feet.

§17.15—Antenna Structures in airports and approach areas.

Antenna structures in the vicinity of airports and approach areas will require aeronautical study if they project above the following heights above ground or surfaces (in case of conflict the lowest height will prevail).

(a) In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three statute miles of the runway end, and increasing in height above ground in the proportion of 25 feet for each additional statute mile of distance outward from the runway but not to exceed 250 feet within ten miles of the runway end. The approach area requirements for instrument runways shall apply to both ends of such runways.

(b) More than 170 feet above the ground or the established airport elevation, whichever gives the higher elevation of the structure within three statute miles of the reference point of a feeder or larger class airport and increasing in height above ground in the porportion of 100 feet for each additional statute mile of distance from the airport but not to exceed a maximum of 500 feet above ground.

(c) Antenna structures of an elevation which would increase the final approach minimum flight altitude.

(d) In addition to the requirements mentioned above, antenna structures which project above the landing area or any of the following imaginary surfaces will require special aeronautical study:

(1) Approach surface
(2) Horizontal surface
(3) Conical surface
(4) Transitional Surface

(e) Under most conditions, the limits prescribed in paragraphs (a), (b) and (c) above will be the determining factor. However, in the areas immediately adjacent to the runways and under certain conditions where the terrain rises rapidly in the airport area, the surfaces specified in paragraph (d) above become a more limiting factor from the absolute height of requirements.

§17.16—Shielded Antenna Structures.

In any special aeronautical study conducted under the provisions of this Sub-Part, the circumstances that the antenna structure will be shielded by natural formations or existing man-made structures will be taken into account.

§17.17—Existing Structures.

(a) Nothing in these criteria concerning antenna structures or locations shall apply to those structures now existing or to those structures authorized prior to the effective date of these criteria.

(b) No change in any of these criteria or relocation of airports shall at any time impose a new restriction upon any then existing or authorized antenna structure or structures.

SUB-PART C
ANTENNA MARKING SPECIFICATIONS

§17.21—Painting and lighting, when required.

Antenna structures shall be painted and lighted when:

(a) They require special aeronautical study; or

(b) They exceed 170 feet in height above the ground.

(c) The Commission may modify the above requirement for painting and/or lighting of antenna structures, when it is shown by the applicant that the absence of such marking would not impair the safety of air navigation, or that a lesser marking requirement would insure the safety thereof.

§17.22—Particular specifications to be used.

(a) Where special aeronautical study is not required, the Commission will assign painting and lighting specifications as set forth hereafter.

(b) Where special aeronautical study is required, the Commission will, in so far as is consistent with the safety of life and property in the air, also assign painting and lighting specifications listed hereafter.

(c) However, where antenna installations are of such a nature that their painting and lighting in accordance with these specifications are confusing or endanger rather than assist airmen, the Commission will specify the type of painting and lighting to be used in the individual situation.

§17.23—Antenna structures 100 feet and under in height.

(a) Antenna structures 100 feet and under in height above the ground, located in areas set forth in Section 17.15 of these rules shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately one-seventh the height of the structure and the white bands shall be approximately one-half of the width of the international orange bands, provided, the international orange bands shall not be more than 40 feet nor less than 5 feet in width.

(2) The number of bands may be reduced for structures less than 35 feet in height but the minimum width of 5 feet for each international orange band shall be maintained.

(3) For night marking there shall be installed at the top of the tower two 100 or 111-watt lamps (#100-A21/TS or #111-A21/TS, respectively), enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. The two lights shall burn simultaneously and shall be positioned so as to insure unobstructed visibility of at least one of the lights from aircraft at any angle of approach.

§17.24—Antenna structures above 100 feet up to and including 170 feet in height.

(a) Antenna structures above 100 feet up to and including 170 feet in height above the ground located in areas set forth in Section 17.15 of these rules shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately one-seventh the height of the structure and the white bands shall be approximately one-half the width of the international orange bands.

(2) For night marking there shall be installed at the top of the tower at least two 100 or 111-watt lamps (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. The two lights shall burn simultaneously and shall be positioned so as to insure unobstructed visibility of at least one of the lights from aircraft at any angle of approach.

(3) On levels at approximately two-thirds and one-third of the over-all height of the tower, there shall be installed at least two 100 or 111-watt lamps (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. Each light shall be mounted so as to insure unobstructed visibility of at least one light on each level from aircraft at any angle of approach.

§17.25—Antenna structures over 170 feet up to and including 400 feet in height.

(a) Antenna structures over 170 feet up to and including 400 feet in height above the ground shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately one-seventh the height of the structure and the white bands shall be approximately one-half the width of the international orange bands, provided, the international orange bands shall not be more than 40 feet.

(2) For night marking there shall be installed at the top of the structure one 300 m/m electric code beacon equipped with two 500 or 620-watt lamps (PS-40, Code Beacon type), both lamps to burn simultaneously, and equipped with aviation red color filters. Where a rod or other construction of not more than 20 feet in height and incapable of supporting this beacon is mounted on top of the structure and it is determined that this additional construction does not permit unobstructed visibility of the code beacon from aircraft at any angle of approach, there

(Continued on page 45)

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[1] See footnote 1, under section 17.2 (I).

'Cisco Kid' in Comics

PRODUCTION of a "Cisco Kid" comic strip by King Features Syndicate has been licensed by Frederic W. Ziv Co. and its affiliate, Cisco Kid Products Inc. Tie-ins with TV, radio and movies, rights to which they also own, are to be arranged. The strip, which it was announced has been sold to 10 newspapers, will appear Jan. 15. Artist will be Jose Luis Salinas of Buenos Aires. John L. Sinn of Ziv and Ward Greene of King Features made the arrangements.

SO IT'S IMPACT YOU WANT!

➤ *See Centerspread This Issue* ➤

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Radio Market Data for Oakland, California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper . . . and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results . . . and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

THE LATEST WCKY STORY

SO IT'S IMPACT YOU WANT

WCKY'S JAMBOREE*

PULLS

55,088 ORDERS

IN

ONE WEEK

THE GREATEST MAIL WEEK IN WCKY HISTORY

*No Mirrors, Cameras, Production Crews, Directors,
Film or Headaches — JUST WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

BMB PROVED IT

NOW MAIL CONFIRMS IT

WCKY has more families listening 3 to 7 times per week in the 10 Southern States than any other station serving this area.

Let us show you how to get a big IMPACT on a small budget.

WCKY—*on the air everywhere 24 hours a day 7 days a week, 365 days a year, with a 1951 General Electric transmitter.*

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

New Year's, 1951

NEW YEAR'S, 1951, is ushered in on as somber a note as any in the glorious 175-year history of the nation.

For the broadcasting arts—radio and TV—the national welfare has the right of way. Radio simply picks up where it left off in 1945. For TV, it's boot-training, but since TV is largely in the hands of broadcasters who won their chevrons in World War II, the transition shouldn't be tough.

How do the leaders among advertisers, agencies, stations, representatives, researchers, view the national scene as it applies to radio-TV? We rounded up the opinions of nearly 500 of them for the last two issues.

There are horrendous stories about radio and TV being taken over by the military—stories out of whole cloth. The effort is to take steps so that these services can continue operating, but in a manner that will make our shores least susceptible to enemy attack. There were lessons learned in the last war, but modern warfare entails new techniques. You just don't tell your enemies what you're doing.

Certain things are evident in this state of national emergency. First, it's clear that business should be good. That's just one of the paradoxes of this war—or preparing-for-war—business. Radio shouldn't forget the onslaughts of the advertisers trying to beat down costs. But radio can eschew the buck fever that heretofore has permeated its ranks. TV, on the other hand, probably will be hard put to accommodate the business offered.

TV will have other problems. It's doubted whether any substantial number of new outlets will take the air for the foreseeable future. Even if the FCC completes its allocations hearings as scheduled, in April, and proposes to resume licensing in July, chances are that an equipment freeze will be imposed. This would preclude licensing of any new stations, except possibly where there is no contest, and where the applicant has all of his equipment and is ready to go. AM and FM likewise are destined to be caught in an equipment freeze, with new stations or improved facilities to be authorized only where the defense authorities certify the additional service is essential.

The task will be to maintain existing operations by providing adequate allocations of tubes and parts—and of maintaining in the hands of the public an adequate supply of working radio and TV receivers. Even in these times, there are areas where it's difficult to get proper TV service. When the drain on manpower worsens, the problem of TV servicing may become critical.

An indication of the advertiser-agency approach to the radio versus TV dilemma is given by Tom Harrington, partner of Ted Bates. He says that if industry goes full-scale into defense "the day of the 20 million TV receivers may indeed be far off and the scramble to return to radio will be a rout, not a retreat."

The New Year's resolution of the mass broadcast media, then, should be to:
Maintain loyal manpower (screen every employe)
Conserve equipment
Program discreetly
Work closely with federal and local defense authorities, and
Prepare for the day you hope will never come.

Sports A-Field

STRAWS in the sports show wind:

Movie moguls have set their sights on big spectacle sports events like the World Series and championship boxing bouts to pull more patrons into half-empty theatres. This time they are aiming at television and radio too. They want big screen telecast exclusives.

Commissioner Chandler has sold the radio and television rights to the World Series and All-Star games for the next six years for $7,370,000. In 1950 combined radio and TV rights for the Series brought $975,000.

The Big Ten, most professional football and some boxing clubs are restricting or banning telecasts this year—arguing that fans will not come to an exhibition they can see in the comfort of their own homes. Some minor league baseball clubs say it is radio, more than television, that is hurting their gates.

A winning team draws crowds. Losers don't. Radio or TV will not change that fact. Since there must be more losers than winners in the finals, there are always sports promoters looking for an alibi—and it is currently fashionable to turn to TV and radio.

An exhaustive baseball survey by Jerry N. Jordan, author of a sports study last spring [BROADCASTING • TELECASTING, May 15, 1950] was reported in BROADCASTING • TELECASTING Nov. 20. This study showed conclusively that televised baseball clubs had a relatively better attendance than clubs having no TV.

It is true that some fans listen to their radios or watch their TV screens rather than go to a sports event. But it is also true that many others begin listening or looking who seldom, if ever, have gone near a football stadium, a baseball diamond or a boxing ring.

Both radio and TV stimulate interest where none existed before. Big time sports owe their life to publicity. There are no better media for that publicity than radio and TV.

It's a short-sighted sports group that cuts its show from the radio-TV limelight. Once out, it may be hard to get back.

We'll make a long range prediction. When the Gillette-World Series $7-million-dollar-plus package deal expires six years hence, baseball will be buying its time on both AM and TV.

It Had to Happen

IT HAD to happen. It did down in Dallas.

"Can you *look* at television and *read* at the same time?' The question was posed by the *Dallas Morning News* in a display ad spotted in its classified ad section. And it gave its own answer—a vociferous "No."

"All over the country," said the copy, "television is cutting into the reading time of evening newspapers to such an extent that advertising is seriously affected."

The *Morning News*, a pioneer in radio with WFAA, also has a TV outlet, WFAA-TV. So does its afternoon competitor, the *Times-Herald*, which operates KRLD and KRLD-TV. And there's competition in nearby Fort Worth, where the *Star-Telegram* operates WBAP and WBAP-TV.

As far as we're aware, this is the first "break" on the effect of TV on newspaper readership. A number of confidential surveys in TV markets indicate that afternoon readership has been affected from 20% to 35%.

The question arises as to how long that story will hold. Agencies and advertisers, as well as telecasters, foresee growth in daytime TV that will equal the rapid expansion of nighttime TV last year.

Maybe, with the resurgence of radio, and imminent paper rationing, the newspapers—morning and afternoon—won't covet added circulation or readership anyway.

our respects to:

RICHARD MONROE FAIRBANKS

RICHARD MONROE FAIRBANKS' faith in broadcasting dates back to 1932 when he emerged from Sheffield Scientific School at Yale, but it took him 15 years of involved maneuvering through the intricacies of the newspaper business and the Navy before he "arrived."

When he did arrive it was with a bang. In 1947 he was named to his present position, president of WIBC Indianapolis, and in two years had built and put into operation the only 50 kw operation in Indiana.

In 1932 Mr. Fairbanks spent several months endeavoring to form a group to purchase the then WKBF Indianapolis which was for sale at the time. Fresh from school, he was imbued with the desire to go on his own, and that growing young giant the radio industry was beginning to loom as a great medium of advertising.

His desire to purchase WKBF was thwarted. In the judgment of the parties he had tried to interest in the venture, the young entrepreneur lacked two essentials to the success of the project—money and radio operating experience.

As second choice Mr. Fairbanks accepted a spot as cub reporter on the *Indianapolis News*, progressing through various phases, including copy desk, sports reporting (where he picked up a byline), financial editing, and eventually assistant managing editor. Young Fairbanks, however, never lost his enthusiasm for radio. At every opportunity he urged the management of the *News* to consider the advantages of radio station ownership and management.

His urging bore fruit and during the war, the *News* purchased WIBC. The paper's acquisition of a radio station, although at Mr. Fairbanks' behest, did him little immediate good. By 1941 the direction of his career had changed to the Navy, and right after Pearl Harbor as a Naval Reserve officer he was called to active service. The end of the war found Lt. Col. Dick Fairbanks on Guam as a public relations officer on the staff of Admiral Nimitz. He returned to civilian life in 1945.

Because of his keen interest in radio the *News* management had placed Mr. Fairbanks on the board of directors of WIBC while he was in the Navy. The directorship entailed no special duties in station operation so Mr. Fairbanks forsook Indianapolis for Miami, Fla. He served on the advertising staff of the *Miami Daily News* until 1947, at which time he returned to Indiana when offered the presidency of WIBC.

From then on, as Mr. Fairbanks puts it,

(Continued on page 46)

More Italians* Listen to

WOV

than any other New York Station

(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949 —while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service—providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that *sell!*

***2,100,000**

Italian-Americans Live and Buy in the Greater New York area.

Originators of
Audited Audiences
WOV
NEW YORK
5000 WATTS

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

front office

JACK HARRIS, general manager KPRC-AM-TV Houston, elected a director of *Houston Post*, parent company. Col. Harris, former Army Radio Division Chief, joined KPRC in 1947. He had come up through the ranks at WSM Nashville.

Mr. Harris

RALPH J. CORDINER, executive vice president General Electric, elected president succeeding **CHARLES E. WILSON** [BROADCASTING • TELECASTING, Dec. 18, 1950].

ROBERT H. HINCKLEY, ABC Washington vice president, moves his offices to 1731 L St. N.W.

RALPH W. NIMMONS, assistant manager WFAA-AM-TV Dallas, appointed station manager for WFAA-TV. **ALEX KEESE**, regional sales manager, appointed assistant manager; he will continue his duties as regional sales manager. **GEORGE K. UTLEY**, radio sales staff, will replace Mr. Nimmons in radio sales and also continue to handle national sales for station. **BERT MITCHELL** will assist Mr. Nimmons. **HILDA LeBLANC CHASE** and **TOM BROWN** to sales staff.

JOSEPH GOODFELLOW, account executive WNBC New York, and **GEORGE DIETRICH**, general manager Radiotime Inc., Chicago, appointed radio account executives for NBC Spot Sales Dept., N. Y.

ROY W. PARKER appointed sales service representative WJNO West Palm Beach, Fla.

VANCE HERROLD, KREI Farmington, Mo., to sales staff WIL St. Louis.

FRANK CUNNINGHAM appointed manager KPAS Banning, Calif., replacing **WILLIAM T. SMITH** resigned.

LARRY ISRAEL, sale director WDTV (TV) Pittsburgh, appointed director of operations. **JIMIE SPANOS** will assist him in his new duties.

FRED LeMIEUX appointed general manager KOGT Orange, Tex.

BUDDY STARCHER, WCAU Philadelphia, appointed managing director WAUL Apollo, Pa.

CKNW New Westminster, B. C., announces following staff promotions effective today (Jan. 1): **PHIL BALDWIN** appointed national advertising director; **HUGH WALLACE** appointed local sales manager in New Westminster, and **AL KLENMAN** appointed local sales manager in Vancouver office.

TED SWIFT appointed general manager WTAO and WXHR (FM) Cambridge, Mass. Was with WEEI Boston, CBS Radio Sales and WNEB Worchester.

WAYNE J. HATCHETT, chief engineer KJFJ Webster City, Iowa, appointed general manager.

SO IT'S IMPACT YOU WANT!

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

JAMES F. McKERNAN, co-manager and chief engineer WTWN St. Johnsbury, Vt., resigns. **E. DEAN FINNEY**, president and co-manager, appointed general manager and president. **RICHARD M. ADAMS**, salesman, appointed assistant manager.

HARRIS L. UMSTEAD, commercial manager WAZF Yazoo City, Miss., appointed station manager.

ESTEL FREEMAN, continuity department WFBM Indianapolis, appointed night operations manager for WFBM-AM-TV.

ROY SINOR, general manager KROP Brawley, Calif., appointed vice president in charge of sales for Broadcasting Corp. of America and its five Southern California stations.

WILL DOUGHERTY, account executive and program consultant WSRS Cleveland, appointed assistant sales manager assuming direction of programs, announcers and traffic.

Personals . . .

LEWIS TIERNEY, president Tierney Co. (WCHS Charleston, W. Va.), appointed chairman of U.S. Treasury's Saving Bond Committee for West Virginia. . . . **MORTIMER HALL**, administrative staff KLAC Los Angeles, and Ruth Roman, film actress, announced marriage. Mr. Hall is son of Mrs. Dorothy Schiff, owner KLAC-AM-TV and KYA San Francisco and publisher of *New York Post*. . . . **ROBERT W. CLARK**, manager KNBH (TV) Hollywood, elected secretary-treasurer Society of Television Engineers, effective Jan. 1. . . . **CHARLES BLACK**, account executive KTTV (TV) Los Angeles, and Shirley Temple, film actress, announce marriage. . . . **RONNIE PERKS**, Overseas Radiffusion Inc., London, (England representative for All-Canada Radio Facilities Ltd. stations), is making tour of Canadian stations. His firm also represents commercial stations in South Africa and Australia.

TR BUSINESS

Eight New Accounts Added

TIME purchases by Whitehall Pharmacal Co. and seven other sponsors were announced last week by Transit Radio Inc. Whitehall is sponsoring a full hour daily on Transit outlet WWDC-FM, Washington, beginning Dec. 18 and running for 26 weeks. Whitehall products to be advertised include Anacin, Kolynos toothpaste, Hill's Cold Tablets, Bisodol Roll Mints, Kriptin, Heet liniment and Freezone foot remedies.

Other new national sponsors are Botany Lotions, Grove Labs for Bromo Quinine, Northwest Ford Dealers, Ford Motor Co., Sportsman Products, Rum & Maple cigarettes and Stagg Brewing Co. Viceroy cigarettes completed a 13-week test of Transit Radio in St. Louis and has renewed for 52 weeks effective today (Jan. 1), it was announced.

Jones Hits Justice

FCC COMR. Robert F. Jones fortnight ago took the Justice Dept. to task, indirectly, for not taking a more active position on alleged anti-trust questions in the field of color television and FM. In oral argument on a common carrier case, Comr. Jones told Lambert S. O'Malley, who represented the Justice Dept., that it was the second instance he could remember where the Justice Dept. had intervened in common carrier matters—where, he said, FCC has broad powers to regulate monopoly—whereas he could remember no similar instance of intervention in cases where FCC has no authority over manufacturers, as in color TV and FM.

HADACOL SHOW

First Nationwide Radio Use

FIRST venture in network broadcasting will be launched Jan. 12 by the LeBlanc Corp. (Hadacol, a dietary supplement), according to plans by its president, State Sen. Dudley J. LeBlanc. Cost of time and talent for the nationwide half-hour show, which will be aired over MBS, ABC and Liberty networks and some 150 independent outlets, is expected to total $50,000.

The broadcast, featuring such stars as Judy Garland, Groucho Marx, Vic Damone and Minnie Pearl, will coincide with Hadacol's entry into Los Angeles and West Coast markets, according to the firm. At present, LeBlanc is placing 12 spots daily on 16 stations in the Los Angeles area along with newspaper advertising.

The 9-9:30 p.m. (EST) Friday show will originate from a testimonial dinner feting Sen. LeBlanc in Hollywood. That night, Mutual, Liberty and most of the independents will carry the program which will be rebroadcast by ABC at the same hour the following evening. Hadacol's agency is Majestic of Houston.

Promotion of Hadacol has included the holding of more than 500 Christmas parties with cooperation of some 500 radio stations which carry Hadacol advertising [BROADCASTING • TELECASTING, Dec. 25, Nov. 27, 1950]. Typical of these was the party held by WNOE New Orleans which reports 700 children and 150 parents jamming a downtown theatre for gifts and a three hour show. James E. Gordon, WNOE president, who directed the event, noted that children lined up as far as two city blocks were denied entrance when the theatre filled to capacity.

Construction Rules

(Continued from page 39)

shall be installed two such beacons positioned so as to insure unobstructed visibility of at least one of the beacons from aircraft at any angle of approach. The beacon shall be equipped with a flashing mechanism producing not more than 40 flashes per minute nor less than 12 flashes per minute with a period of darkness equal to ½ of the luminous period.

(3) On levels at approximately two-thirds and one-third of the over-all height of the tower there shall be installed at least two 100 or 111-watt lamps (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. Each light shall be mounted so as to insure unobstructed visibility of at least one light at each level from aircraft at any angle of approach.

(4) All lights shall burn continuously or shall be controlled by a light sensitive device adjusted so that the lights will be turned on at a north sky light intensity level of about thirty-five foot candles and turned off at a north sky light intensity level of about fifty-eight foot candles.

§17.26—Antenna structures over 400 feet up to and including 500 feet in height.

(a) Antenna structures over 400 feet up to and including 500 feet in height above the ground shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately 40 feet and the width of the white bands shall be approximately 20 feet.

(2) For night marking there shall be installed at the top of the structure one 300 m/m electric code beacon equipped with two 500 or 620-watt lamps (PS-40, Code Beacon type), both lamps to burn simultaneously, and aviation red color filters. Where a rod or other construction of not more than 20 feet in height and incapable of supporting this beacon is mounted on top of the structure and it is determined that this additional construction does not permit unobstructed visibility of the code beacon from aircraft at any angle of approach, there shall be installed two such beacons positioned so as to insure unobstructed visibility of at least one of the beacons from aircraft at any angle of approach. These beacons shall be equipped with a flashing mechanism producing not more than 40 flashes per minute nor less than 12 flashes per minute with a period of darkness equal to ½ of the luminous period.

(3) At approximately one-half of the over-all height of the tower, one similar flashing 300 m/m electric code beacon shall be installed in such position within the tower proper that the structural members will not impair the visibility of this beacon from aircraft at any angle of approach.

(4) On levels at approximately three-fourths and one-fourth of the over-all height of the tower, at least one 100 or 111-watt lamp (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resistant-preferred) obstruction light globe shall be installed on each outside corner of the tower at each level.

(5) All lights shall burn continuously or shall be controlled by a light sensitive device adjusted so that the lights will be turned on at a north sky light intensity level of about thirty-five foot candles and turned off at a north sky light intensity level of about fifty-eight foot candles.

§17.27—Antenna Structures over 500 feet in height.

Antenna structures over 500 feet in height above the ground shall be painted and lighted in accordance with specifications to be determined by the Commission after aeronautical study.

§17.28—Antenna farms and multiple structure antenna arrays.

In the case of antenna structures which are so grouped as to present a common potential menace to air navigation, the foregoing requirements for painting and lighting may be modified as a result of aeronautical study.

§17.29—Inspection of Tower Lights and Associated Control Equipment.

The licensee of any radio station which has an antenna structure requiring illumination pursuant to the provisions of Section 303(q) of the Communications Act of 1934, as amended, as outlined elsewhere in this part:

(a) (1) Shall make an observation of the tower lights at least once each 24 hours either visually or by observing an automatic and properly maintained indicator designed to register any failure of such lights, to insure that all such lights are functioning properly as required; or alternatively,

(a) (2) shall provide and properly maintain an automatic alarm system designed to detect any failure of such lights and to provide indication of such failure to the licensee.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of Civil Aeronautics Administration any observed or otherwise known failure of a code or rotating beacon light or top light not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals not to exceed three months all automatic or mechanical control devices, indicators and alarm systems associated with the tower lighting to insure that such apparatus is functioning properly.

§17.30—Recording of tower light inspections in the Station Record.

The licensee of any radio station which has an antenna structure requiring illumination shall make the following entries in the station record of the inspections required by Section 17.29:

(a) The time the tower lights are turned on and off each day if manually controlled.

(b) The time the daily check of proper operation of the tower lights was made.

(c) In the event of any observed or otherwise known failure of a tower light:

(1) Nature of such failure.

(2) Date and time the failure was observed, or otherwise noted.

(3) Date, time and nature of the adjustments, repairs, or replacements were made.

(4) Identification of Airways Communication Station (Civil Aeronautics Administration) notified of the failure of any code or rotating beacon light not corrected within thirty minutes, and the date and time such notice was given.

(5) Date and time notice was given to the Airways Communication Station (Civil Aeronautics Administration) that the required illumination was resumed.

(d) Upon completion of the periodic inspection required at least once each three months:

(1) The date of the inspection and the condition of all tower lights and associated tower lighting control devices, indicators and alarm systems.

(2) Any adjustments, replacements, or repairs made to insure compliance with the lighting requirements and the date such adjustments, replacements, or repairs were made.

§17.31—Cleaning and repainting.

All towers shall be cleaned or repainted as often as necessary to maintain good visibility.

§17.32—Time when lights shall be exhibited.

All lighting shall be exhibited from sunset to sunrise unless otherwise specified.

§17.33—Spare Lamps.

A sufficient supply of spare lamps shall be maintained for immediate replacement purposes at all times.

§17.34—Lighting equipment.

The lighting equipment, color of filters, and shade of paint referred to in the specifications are further defined in the following government and/or Army-Navy Aeronautical Specifications, Bulletins, and Drawings: (Lamps are referred to by standard numbers.)

Aviation Red	Army-Navy Specification	AN-C-56	[1]
Outside White	Federal Specifications	TT-P-40, Type 1 or 2	[2]
International Orange	Federation Specifications	TT-P-59	[2] [3]
Code Beacon	CAA Specification	466 (Sec. II-d-Style 4)	[4]
100 Watt Lamp 111 Watt Lamp		#100 A21/TS #111 A21/TS (3000 hours)	[5]
500 Watt Lamp 620 Watt Lamp		#500 PS 40/45 #620 PS 40/45 (3000 hours)	[5]
Obstruction Light Globe, Prismatic	Army-Navy Drawing	AN2541-2	[1]
Obstruction Light Globe, Fresnel	Army-Navy Drawing	AN2541-12	[1]
Single Multiple Obstruction Light Fitting Assembly	Army-Navy Drawing	AN2547-2	[1]
Obstruction Light Fitting Assembly	Army-Navy Drawing	AN2547-4	[1]

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[1] Copies of Army-Navy Specifications or drawings can be obtained by contacting Commanding General, Air Material Command, Wright Field, Dayton, Ohio, or the Bureau of Aeronautics, Navy Department, Washington 25, D. C. Information concerning Army-Navy specifications or drawings can also be obtained from the Office of Federal Airways, Civil Aeronautics Administration, Department of Commerce, Washington 25, D. C.

[2] Copies of this specification can be obtained from the Government Printing Office for 5 cents.

[3] At the Air Routes and Ground Aids Division Meeting of the International Civil Aviation Organization during November, 1949, the designation "Aviation Surface Orange," was adopted to replace "International Orange."

[4] Copies of this specification can be obtained from the Office of Federal Airways, Civil Aeonautics Administration, Department of Commerce.

[5] It is strongly recommended that the 111-Watt and 620-Watt, 3000 hour lamps, be used instead of the 100-Watt and 500-Watt lamps whenever possible in view of the extended life, lower maintenance cost, and greater safety which they provide.

§17.35—Painting and Lighting Existing Structures.

Nothing in the criteria set forth in Sections 17.11—17.17 of these rules concerning antenna structures or locations shall apply to painting and lighting those structures authorized prior to the effective date of these criteria, except where lighting and painting requirements are reduced by these criteria, in which case the lesser requirements may apply.

White House Staff

TWO assistant secretaries have been named by Joseph H. Short, new press-radio secretary to President Truman. They are Irving Perlmeter, Bureau of Internal revenue Officer, and Roger Tubby, executive assistant in the State Dept. press office. Eben Ayers, assistant to the late Charles Ross, becomes a special assistant on the White House staff.

KJBC Appoints Bowles

KJBC Midland, Tex., has appointed Bowles & Co., Fort Worth, as its exclusive national representative, it was announced today. KLKC Parsons, Kan., and WJMB Brookhaven, Miss., which have become affiliates of Radio Sales Network, also will be represented by Bowles & Co.

MILK BUYS YOUR SOAP IN WISCONSIN!

WKOW COVERAGE
CLEANS UP FOR YOU IN
AMERICA'S RICH DAIRY CAPITAL

Whether people in Wisconsin use bar soap, soap chips, or detergents, chances are that Bossy's "moo-la" paid for it. For milk is Wisconsin's biggest industry, bringing in half a billion dollars yearly for farmers and city folks alike. Only WKOW's big half-millivolt area gives you full coverage of the heart of America's Dairyland. where 874,000 people spent 875 million dollars in 1949.

"Plus" listening area delivered daily by WKOW programming
WKOW daytime 0.5mv contour

WKOW-CBS
WISCONSIN'S MOST POWERFUL STATION

Wisconsin's only 10,000 watt signal wraps up 13 lush counties in Southern Wisconsin, PLUS a daily "bonus" of responsive listeners throughout most of the state. Your biggest three-way advertising buy in Wisconsin is WKOW—CBS — 10,000 watts.

WKOW

1070 k.c., Madison, Wisconsin
Represented by Headley-Reed Company

VOICE HIT

Langer Charges Denied

CHARGES attacking alleged "errors" by the State Dept. in its participation in foreign frequency allocations and certain programming of the Voice of America have been categorically denied by high department officials.

The charges were raised Dec. 18 by Sen. William Langer (R-N. D.) who accused "somebody in the department" of "conveniently or deliberately" overlooking a conference held in Copenhagen, Denmark, in 1948, for the purpose of reallocating certain European radio frequencies.

As a result, Sen. Langer declared, German listeners today no longer hear American progams, but are deluged, instead, with Russian propaganda.

State Dept. telecommunications officials branded the Langer accusation as false and said the "facts are entirely in variance with his charges." Sen. Langer, they said, is not correctly informed.

An official said that the State Dept. had sent delegates to the convention to present requirements and to draft preliminary plans but asserted they were "summarily dealt with and ignored." The conference subsequently "denuded" Germany of certain frequencies, it was explained.

Officials attributed poor German radio reception to "shared" frequencies and to Russian jamming activities.

"The State Dept. has been anything but dilatory or negligent in this matter," a spokesman asserted, adding that it had sent delegates on at least two other occasions since the Copenhagen conference. Sen. Langer had contended that the U. S. was not represented at the allocations meetings.

In referring to the Copenhagen conference, Sen. Langer noted that the Communists broadcast from stations at Leipzig and other Russian Zone areas, and stated that "to overcome their propaganda our stations must of course be equally powerful or more powerful."

ARCHIE L. LEE

D'Arcy Board Chairman Dies

ARCHIE LANEY LEE, 62, chairman of the board of D'Arcy Advertising Co., died of cancer Dec. 22 in St. Louis.

He was also a director of the Coca-Cola Bottling Co. of St. Louis, as well as the Western Coca-Cola Bottling Co. and the Coca-Cola Bottling Plants Inc. in Portland, Me.

Mr. Lee's advertising career began when he interviewed Samuel C. Dobbs, former president of the Coca-Cola Co., for the *Atlanta Georgian* while he was a reporter with that paper. Robert W. Woodruff, chairman of the executive committee of the Coca-Cola Co., has credited Mr. Lee with having done more than any other individual to popularize Coca-Cola.

air-casters

DICK ROBBINS appointed assistant on production of Columbia Pacific Network's *Meet the Missus*, replacing **MAURIE COHEN**, resigned to join Oxarart-Steffner (packaging firm).

BEN GREER, WSPA Spartanburg, S. C., to WFMY-TV Greensboro, N. C., as announcer-producer.

Mr. Greer

DON OWNES, star of *Radio Rodeo* on WGAY Silver Springs, Md., and **PERRY WESTLAND** hillbilly singer on show, enter Air Force.

ED FISHER, announcer WHIZ Zanesville, Ohio, father of boy, Kip Edward.

GEORGE MOORE, WKY Oklahoma City, to announcing staff KLRA Little Rock.

HARRY BABBITT, CBS singer, named Brentwood, Calif., "Man of the Year" by Brentwood Parent-Teachers Assn., on behalf of his work in community youth activities.

OSCAR L. GERMAIN, certified public accountant, appointed assistant treasurer WHLI Hempstead, L. I., N. Y.

CARL SCHEYING and **ED LINCOLN** to announcing staff WLAN Lancaster, Pa. Mr. Scheying was with WSNJ Bridgeton, N. J.; Mr. Lincoln was with WNOK Columbia, S. C.

CHARLES V. (Jughead) HUNTER, program director WJW Cleveland, father of girl, Jennifer Lea.

TORA REHM, Miss Atlanta of 1950, now emceeing daily women's show on WATL-AM-FM Atlanta.

JOHN B. DuBOIS, ABC Hollywood assistant sales promotion manager, father of boy, Dec. 16.

DICK PAINTER, KRLN Canon City, Col., to KVGB Great Bend, Kan., as announcer.

BILL DeWITT to announcing staff WAVE Louisville.

JOHN NATALE, NBC Chicago TV technical director, father of girl, Mary Ann, Dec. 18.

GEORGE PHILLIPS, WSVS-AM-FM, Crewe, Va., music director, father of boy.

KEN JOHNSON, CBR Vancouver, to Royal Canadian Air Force as jet pilot.

ALFRED LEWIS, Toronto freelance producer, and Ruby Mann, Miss Toronto 1950, announce their marriage.

NEIL COPELAND, continuity editor CKOC Hamilton, to program director. **HAROLD GIBSON**, chief announcer CJOC Lethbridge, appointed CKOC continuity editor.

JACK VOETH, stage manager Earl Carroll Theatre, Hollywood, to CBS-TV *Truth or Consequences* as assistant to stage manager. He replaces **RICHARD GOTTLIEB**, transferred to program idea staff.

DENNY HAYES, announcer, and **WIP ROBINSON III**, program director, KNUJ New Ulm, Minn., elected president and vice president, respectively, of local branch of NSPEBSSA, barbershop quartet singing group.

CHARLOTTE SLIFE, continuity writer KNUJ New Ulm, Minn., and **ROBERT DAHL**, relief engineer there, announce their marriage.

PROGRESSIVE BROADCASTING SYSTEM adds following to it's station relation field force: **FRANCIS O'DRISCOLL, JOSEPH SEIFERTH, CHARLES T. MEEHAN, LEONARD WAYNE, RAY TROTTER, TOM TOYE, JOEL HOLT, HIRAM STRONG, CHARLES BERGER** and **CHARLES DERRY.**

News • • •

W. W. CHAPLIN, NBC correspondent, assigned to European headquarters of Gen. Dwight D. Eisenhower, to cover all activities of General, and Supreme Headquarters of Atlantic European Powers.

BOB NOBLE to news editor CBH Halifax.

GENEVA JOB OPEN

For IFRB Technical Assistant

A VACANCY on the Technical Secretariat of the International Frequency Registration Board in Geneva, Switzerland, is to be filled by April 1 this year. Persons interested in applying for the position of technical assistant are urged to write to Francis Colt de Wolf, Chief, Telecommunications Policy Staff, U. S. Dept. of State, Washington, D. C., for copies of qualifications required and further description of the position.

Qualifications which a candidate for the position (paying from $2,620 to $3,960 per year with allowances for expatriation and children of school age) should have, include a degree or diploma in physics or electrical engineering from a university or a recognized technical college or from an equivalent professional body; five years experience with a government organization or private company in the radiocommunications field (a shorter period may be acceptable if the candidate has undertaken special studies in radiocommunications engineering) and a broad knowledge in the field of international regulation of telecommunications.

WPIC-AM-FM Sharon, Pa., and its staff were warmly applauded by *Sharon Herald*, daily newspaper, for their work during recent snow storm emergency. Cartoon on editorial page, headed "Old Faithful," expressed appreciation for station's emergency messages, news, reports on road conditions, helps for people in distress, and "valorous staff service."

Respects

(Continued from page 42)

his "radio luck turned all good." He was able to secure the services of Ken Church as general manager for the station and the two became the top administrative and operating team for the outlet. Mr. Church had many years of experience in sales and management behind him on such midwest stations as WKRC and WCKY Cincinnati and KMOX St. Louis.

Together they reprogrammed the station from stem to stern, retaining the best features of the old program structure and streamlining the rest according to the likes and dislikes of the Indiana listeners. At the same time they built the station up to the present 50 kw operation.

Mainstay of the programming has been disc jockeys and block programs which have appeal to the large metropolitan audience as well as rural listeners.

With the advent of television, Mr. Fairbanks' faith in AM remains paramount. He is nevertheless prepared to undertake the television venture as soon as it is possible. Details of a TV application filed in January 1948 are locked away in his desk drawer. The plans embrace blueprints for new buildings to house both TV and AM, which Mr. Fairbanks is convinced "will still be paying the bills many years hence."

A native of Indianapolis, Mr. Fairbanks married an Indianapolis girl, Mary Evans Caperton, in April 1933. They have two children, Anthony Caperton Fairbanks III, a sophomore at Westminster School, Simsbury, Conn., and Richard M. Fairbanks III, in grade school.

In addition to Yale, Mr. Fairbanks attended Phillips Academy, Andover, Mass., and the Milford School, Milford, Conn. Tennis was Dick Fairbanks' hobby until an injury forced him to turn to golf, which he plays with "indifferent success." Aside from that, Mr. Fairbanks is a busy man who finds operation of a 50 kw station allows little time for extra-curricular activities.

Gray Appointed

GORDON GRAY, president of the U. of North Carolina and owner of WSJS Winston-Salem, N. C., has accepted an appointment to serve on the Scientific Manpower Advisory Committee of the National Security Resources Board, Chairman W. Stuart Symington has announced. The committee, which comprises representatives of education, industry and science, will examine proposals dealing with use of scientific and technological personnel. Mr. Gray, one of 11 members named to the group, recently resigned as special assistant to President Truman after previous service as Secretary of the Army.

JANUARY 1, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

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Page 49

6 Million Contract Signed by Gillette
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Latest Set Count By Markets
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Happy New Year

TO THE 349 NATIONAL ADVERTISERS WHO PLACED SPOTV ADVERTISING ON THESE TWELVE OUTSTANDING TV STATIONS

(and for all those who use them in 1951, it's bound to be happy)

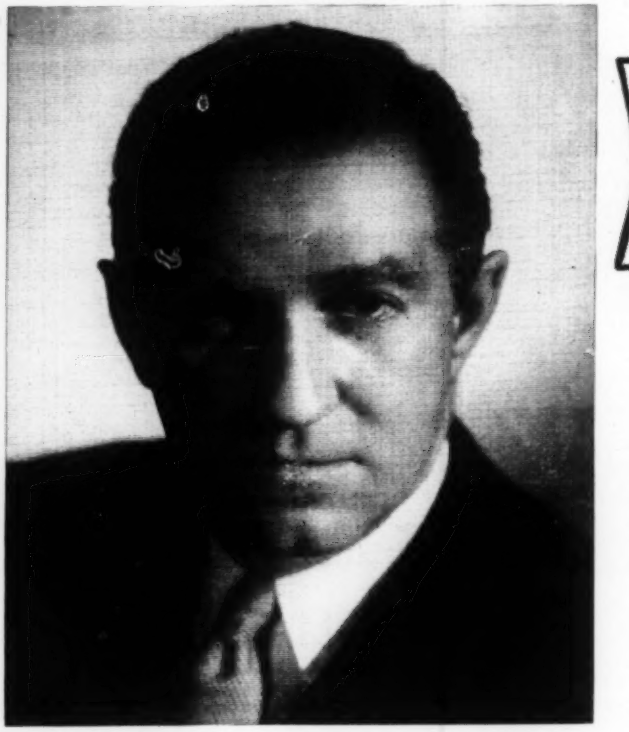
WSB-TV	Atlanta
WBAL-TV	Baltimore
WNAC-TV	Boston
WFAA-TV	Dallas
KPRC-TV	Houston
KFI-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE



Four years, University of Illinois

Two years, U. S. Army (Purple Heart, Silver Star)

Twenty-two years, National Broadcasting Company

Free & Peters, Inc. (New York Office) since Dec., 1950

Heads up, boys, it's—

I. E. SHOWERMAN!

(Another F&P TELEVISION Specialist)

Yes, "heads up" is the phrase for Chick Showerman. As you undoubtedly know, he's been heading up a lot of things, for years — including the Central Division of NBC, as Vice President In Charge (recently piloting this Division's television sales to an outstanding level in the industry). Now Chick has joined F&P, to head up our rapidly-growing television sales and to help keep us heads (and shoulders) *up* on National Spot Television.

Big man though he is, however, Chick Showerman is by no means the only great performer in our team of TV specialists. For years we've been building a complete line and backfield of skill and experience in this new and exciting medium — have long since developed a TV squad that's of strictly championship quality. . . .

We of Free & Peters are entirely convinced that "*good men* are the secret of success." Ever since our company's founding in 1932, we have considered it a big part of our job to discover, develop and acquire *good men*. We know you can see the *results*, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

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*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

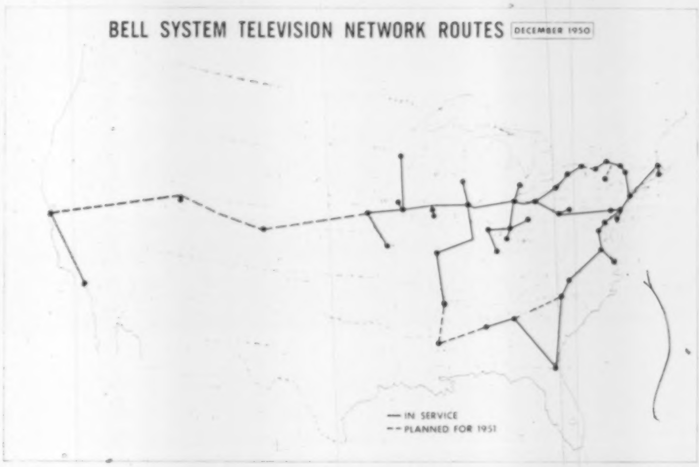
JANUARY 1, 1951

BROADCASTING, Telecasting
$7 annually, 25c weekly

'51 CABLE PREDICTIONS

Yearend Roundup

AT&T Reviews Growth



* * *

TV NETWORK system of AT&T has grown from 476 miles of facilities (coaxial cable or radio relay) connecting three stations in two cities at the end of 1946, to 17,344 miles of intercity connections linking 72 stations in 42 cities at the end of 1950, AT&T reported last week in a yearend review of the company's TV progress.

Final figures for 1950, the report noted, do not include the seven Los Angeles or the three San Francisco TV stations nor the 750 miles of connections between these two West Coast cities, since they are not as yet connected with the Bell System's east-midwest TV network.

Extension of the radio relay between Omaha and San Francisco is expected to make such a connection possible before the end of 1951, AT&T predicted. Link will be used first for long distance telephonic communication but it is anticipated that the task of equipping it for video program transmission will be completed by late fall, available for coast-to-coast simultaneous TV broadcasts if the networks or the TV program sponsors order such service.

Other TV plans of the Bell System for 1951 call for linking Binghamton, N. Y., to the network by means of radio relay from a point near Schenectady; erection of a direct relay route connecting Charlotte and Atlanta; equipping an existing coaxial cable from Memphis to Birmingham for TV use and the addition of a number of new video circuits on existing routes.

Network Telecasting

In its review, AT&T set Dec. 1, 1945, as the date of the first postwar network telecast, when the Army-Navy football game was sent by coaxial cable from Philadelphia to New York for broadcast in the latter city. This temporary two-city hookup was replaced on Feb. 12, 1946, by the first permanent network installation — a northbound coaxial link from Washington to New York, which was augmented with a second circuit, providing service in the opposite direction, two months later.

Philadelphia and Baltimore were joined permanently to the New York-Washington coaxial in October 1947 and a month later New York and Boston were connected by the Bell System's first radio relay system, with eight intermediate relay stations between the two cities. Experimental at first, these circuits were put on a commercial basis May 1, 1948, after the telephone company had filed a rate schedule with the FCC.

On Sept. 20, 1948, a midwestern hookup went into service, connecting Cleveland, Buffalo, Toledo, Chicago, and St. Louis by coaxial cable, with radio relay connections between Chicago and Milwaukee and between Toledo and Detroit. In January 1949 the eastern and midwestern networks were joined by a Philadelphia-Cleveland cable circuit which added Pittsburgh to the TV network en route. Wilmington, Providence, Albany, Schenectady, Utica, Syracuse, Rochester, Erie, Lancaster, Dayton, Columbus, and Cincinnati where added to the number of interconnected cities for TV program service during 1949.

Continued Expansion

During 1950 the network continued to expand. Memphis was connected to St. Louis by coaxial

(Continued on page 58)

FOLSOM

Yearend Roundup

Cites TV's Record Progress in '50

TELEVISION progress in 1950 "outdistanced the progress of all of its previous years combined," Frank M. Folsom, president of RCA, said in a year-end statement released last week. "As 1951 bowed in, the New York metropolitan area alone had more than 2 million sets with an estimated viewing audience of 8 million men, women and children," he continued.

Mr. Folsom

Television receiver circulation has increased 12 times in the past year, he said. Video now reaches 10 million homes and approximately 40 million people. The public spent $1.5 billion for sets last year, representing an increase of more than 100% over 1949, the best preceding year in television. Set manufacturing facilities and production schedules were stepped up to such an extent that more sets were offered to the public in a single month than in the entire year of 1948, he said.

"Theatre television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950," his statement continued. RCA Victor installations in New York, Boston, Washington, Chicago and Los Angeles "was believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public." Installations in 71 theatres, from Yuma, Ariz., to San Francisco, were planned by one big chain at year's end, the statement continued.

Set Production

During 1950, 70% of total RCA Victor production was of sets with 16-inch tubes, the "overwhelming choice," from 18 models offered, including three with 12½-inch tubes, 11 with 16-inch tubes, and four with 19-inch tubes.

Network facilities were extended and programs improved. NBC, when its present construction plans are completed, will have invested between $35 million and $40 million, the statement went on. And there are plans for acquisition of more top talent, and for morning network programming as sponsorship goes up.

"NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs," the announcement said.

Among NBC "tasks completed," Mr. Folsom listed the building of a talent line-up for producing programs at the rate of 100 per week, the leasing and transforming of the Center and Hudson Theatres in New York, and the conversion of three radio broadcasting studios into production studios for TV.

Outside the United States, RCA-equipped television stations were opened in Havana, Mexico City, and Sao Paulo, Brazil, and plans for a Canadian station were being studied.

Meanwhile, Mr. Folsom said, radio continued to serve the public. Thirty-five million listeners every evening of the week was the average audience for the first half of 1950. The potential audience of families with sets in their homes comprised 95% of the population.

RCA scientific achievements of

(Continued on page 58)

EXECUTIVES attending the Spot TV Clinic luncheon held Dec. 19 at the Biltmore Hotel in New York by the National Assn. of Radio Station Representatives included (l to r): Seated, Scott Donahue, The Katz Agency Inc.; Dan Schmidt, George P. Hollingbery Co.; Norman Farrell, Weed & Co.; Glenn Gundell, advertising and sales manager of National Dairy Products Corp. and NARSR's guest; Al Goustin, John Blair & Co.; John Wade, Avery-Knodel Inc.; standing, Robert McNamara and Jack Brooke, Free & Peters Inc.; Keith Dare, Headley-Reed Co.; Don Kearney, The Katz Agency Inc.; Jerry Lyons, Weed & Co.; Louis Moore, Robert Meeker Assoc.; Thomas White, Avery-Knodel Inc.; John Porterfield, Paul H. Raymer Co.

GILLETTE PACT

Signs 6 Years for $6 Million

GILLETTE Safety Razor Co. last week bought television rights to the World Series and baseball's annual All-Star games for the next six years at $1 million a year, the highest price ever paid.

Announcement of the sale of the TV rights was jointly made by Baseball Commissioner A. B. Chandler, Joseph P. Spang Jr., president of Gillette, and Frank White, MBS president.

Gillette and Mutual had already acquired radio rights to the Series and All-Star games through 1956 under a contract written last year. At that time, however, Mr. Chandler was unwilling to sign away TV rights for so long a period.

The radio rights for the period through 1956 were bought for $1.370,000.

No official explanation was forthcoming as to Mr. Chandler's reasons for agreeing at this moment to sell the TV rights for the six-year period. Whether his decision was connected with the fact that his term as baseball commissioner expires at the end of 1951 could not be learned.

Under terms of the Gillette-Mutual agreement with baseball reached in 1949, Gillette was given first refusal rights to the games. Gillette could have the games providing it equalled any rival bid.

Gillette was forced up to $800,000 to buy the TV rights to the 1950 World Series—a figure matching the highest bid entered by the DuMont Television Network, backed by Chevrolet.

First Refusal Rights

Under terms of the arrangement between Gillette and Mutual, that network is assured of carrying the radio broadcasts of the Series and All-Star games, and the three TV stations owned by its stockholder stations, WOR-TV New York, WGN-TV Chicago and WNAC-TV Boston, are assured of participating in whatever television network arrangements are made.

In the Chandler-Spang-White announcement last week, it was said that the "television hookup which will be used by Gillette has not yet been determined."

The question that immediately arose was whether history would repeat itself.

TV network arrangements for transmission of the World Series games in 1949 and 1950 were among the most unique in either radio or television history.

1949 Arrangements

In 1949 all networks and almost all interconnected TV stations carried the Series without receiving payment. In 1950, ABC-TV, CBS-TV and NBC-TV each paid Gillette $50,000 for the privilege of carrying the games and in addition paid their affiliates four hours of time for telecasting them.

The DuMont Television Network refused to participate on that basis.

In the announcement of Gillette's purchase of the TV rights through 1956 for $6 million, Commissioner Chandler said that most of the money would be applied to the baseball players' annuity and insurance plan.

Mr. Chandler "accepted" the contract after negotiations extending over a period of months, the announcement said.

Gillette has sponsored radio broadcasts of the World Series on MBS since 1939 and television broadcasts since 1946.

It was not immediately known whether the $7 million-plus sum received for radio-TV rights to World Series and All-Star games would be subject to federal income tax payments.

In Washington the Internal Revenue Bureau declined comment on whether Commissioner Chandler's office would be required to kick back a portion in its capacity as taxpayer. Officials indicated the issue would not arise until Mr. Chandler's office seeks information on its liability.

COLOR COAXIAL

AT&T Files Rates With FCC

COLOR TV coaxial cable charges, above those for monochrome TV only for station connection, have been filed with FCC by AT&T, the Commission reported last week. The color charges include no extra fee for cable time above the regular monochrome tariff [CLOSED CIRCUIT, Dec. 25, 1950].

Alternate Use Basis

The new tariff specifies that for monthly service for 525-line monochrome and 405-line field sequential color on alternate use basis the broadcaster will be charged $450 per month for each station connection. This is addition to the regular monochrome station charge of $500.

On occasional use basis, the station connection charge will be $250 plus $10 per hour but not exceeding a total of $450 per month. This is in addition to the regular monochrome charge of $200 plus $10 hourly.

In all other respects the existing television coaxial rates remain the same, AT&T indicated. These rates, which were effected March 1, 1948, are under general investigation by the Commission but the hearing presently has been continued without further date. It is understood the new color charges would be incorporated into this proceeding when it is resumed.

Effective Jan. 25

In its experimental color demonstrations in Philadelphia, CBS has used AT&T intercity video facilities at regular monochrome rates. The color tariffs are due to become effective Jan. 25 and apply to either experimental or commercial transmissions.

AT&T sources said additional charges for intercity color are required because additional monitoring equipment is needed, as well a additional equipment to keep dow the noise level.

COLOR CASE

RCA Readies SCOTUS Appea

RCA ATTORNEYS in Chicago—members of the firm of Kirkland, Fleming, Green, Martin & Ellis—late last week were preparing a lengthy brief to be filed with the U. S. Supreme Court, appealing the Dec. 22 color television decision of the Chicago Federal District Court.

After five weeks of consideration, the three-judge court upheld the FCC approval of CBS color TV but halted its inauguration until April 1 or a final decision of the Supreme Court [BROADCASTING • TELECASTING, Dec. 25, 1950].

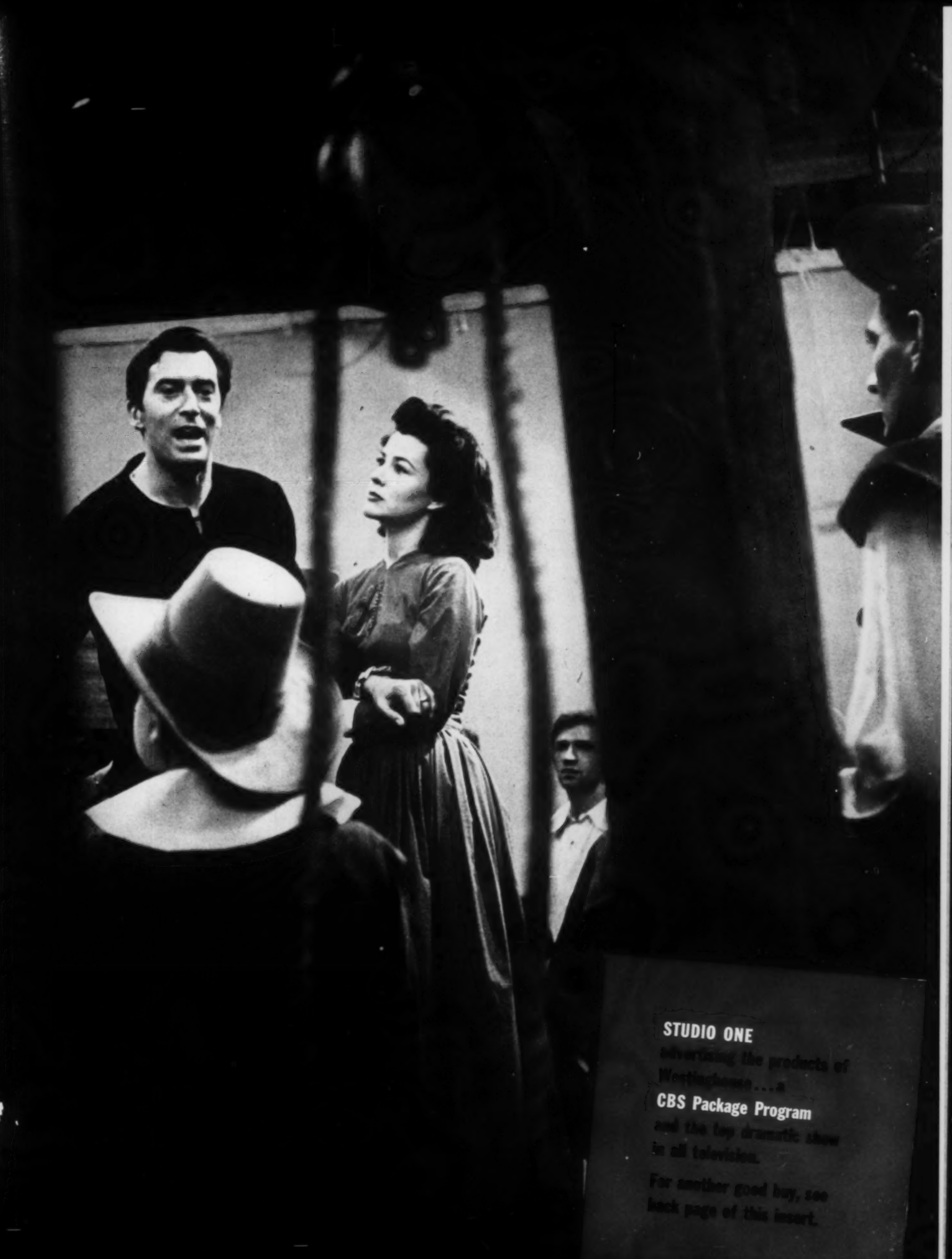
It was understood that the Chicago law firm planned to file the appeal "within the first two weeks of January," perhaps this week.

FCC may also appeal—against continuation of the temporary restraining order—but spokesmen refused last week to say when. They are known to want a final decision in the case at the earliest possible time, however.

One spokesman involved in the color suit hazarded that the highest court's decision might not come until April "or later," because of two statements made by the lower-court judges in their decision.

They held that "the public interest in this matter has been magnified far beyond its true perspective" and that "another reason why the [FCC] order should be stayed is the existing economic situation. The latter statement was made wit reference to manufacturing problems in production, procuremen and manpower relative to the requirements of national defens This situation, the court said, "becomes more acute with each pas ing day, and the prospects are th it will be far worse before it better."

In some quarters it was felt t inasmuch as the advent of co television might be delayed by m terial and manpower shortag even if the CBS system wins fin court approval, the Supreme Cou might consider the entire proble one of theory only.



STUDIO ONE

advertising the products of Westinghouse . . . a

CBS Package Program

and the top dramatic show in all television.

For another good buy, see back page of this insert.

JANUARY 1951

Programs in italics are sustaining. Time is EST. L is live; F, Film; K, Kinescope Recording; E, Eastern Network; M, Midwestern Network; NI, Noninterconnected stations.

TELECASTIN
NETWORK SHOWSHE

PM	5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15
ABC	Canada Dry Super Circus L (E-M)		Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)		*Cowboy 'n Injuns* F (E-M)		*The Ruggles* F (E-M)		Goodyear Revue Paul Whiteman L (E-M)		Dodge Motors Showtime U S A L (E-M)		*Hollywood Premiere Theatre* F (E-M)	
CBS	*Capitol Cloakroom*		Household Finance Peoples Platform		Bigelow-Sanford Co. Bigelow Theatre		Lamont, Corliss & Co. Mr. I. Magination		Wm. Wrigley, Jr. Co. Gene Autry Show		American Tobacco This Is Show Business		Ford Motor Co. Lincoln-Mercury Toast of the Town	
DuMont									*Our Secret Weapon (The Truth)* L (E)				*Rhythm Rodeo* L (E-M)	
NBC	Quaker Oats The Gabby Hayes Show L		*Watch the World* L		General Foods Hopalong Cassidy F				Regent Cigarettes Leave It To The Girls L (E-M)		General Foods (Jello) Aldrich Family L (E-M)		Frigidaire Div. of G Comedy Hour-Bobby Clark an Alternating every 4th Sunday Palm.-Peet, Colgate Comedy H	
ABC	*Lois and Looie* L (E-M)					*Jimmy Blaine* L (E-M)	Kellogg Space Cadet L (E-M)	Schenley Russells L (E-M) 7-7:05	*Club Seven* L (E-M) 7:05-7:15	Pepsi-Cola Faye Emerson	Ironrite Corp. Hollywood Screen Test L (E-M)		Morgan David Wines Can You Top This?	
CBS	*Lucky Pup*	*Chuck Wagon Playhouse*							*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Lever Bros.-Lux Lux Video Theatre	
DuMont					Co-op Small Fry Club L/F (E-M)				*Captain Video* L/F (E-M) (NI)					
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	C-P-P H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)	*Cactus Jim* L (M)				RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room	Reynolds News F (E-M)	Speidel Paul Winchell- Jerry Mahoney Show L	
ABC	*Lois and Looie* L (E-M)					*Jimmy Blaine* L (E-M)		*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)		Procter & Gamble Beulah F (E-M)		Pontiac All-American Football F (E-M)	
CBS	*Lucky Pup* L (E-M)	*Chuck Wagon Playhouse*							*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Stork Club	Prudential Insurance Co. Prudential Family Th Alternate Weeks *Sure As Fate*	
DuMont					Co-op Small Fry Club L/F (E-M)				W. H. Johnson Candy Captain Video L/F (E-M) (NI)				*Court of Current Issues* (E-M)	
NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (M)				Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp Little Show John Conte L	Reynolds News F (E-M)	Texas Co. Texaco Star Theat L (E-M)	
ABC	*Lois and Looie* L (E-M)					*Jimmy Blaine* L (E-M)	*Space Cadet* L (E-M)	*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)		Bendix Home Appliances Chance of a Lifetime L (E-M)		Campana Sales First Nighter F (E-M)	
CBS	Quaker City Chocolate Lucky Pup	*Chuck Wagon Playhouse*							*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Toni-Pillsbury (Alt) Arthur Godfrey and Hi	
DuMont					*Small Fry Club* L F (E-M)				*Captain Video* L/F (E-M) (NI)		Gerber Fds. Mr. & Mrs. J. Carroll L (E)			
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L (M)				Ford Motor Div. Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Motorola, Norge, Pe Four Star Revue L (E-M)	
ABC	*Lois and Looie* L (E-M)					*Jimmy Blaine* L (E-M)		*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)		Lone Ranger American Bakeries (5 sta) General Mills (rest net) F (E-M)		Admiral & P. Lori Stop the Music L (E-M)	
CBS	Bristol-Myers Ipana Lucky Pup	*Chuck Wagon Playhouse*							*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Stork Club	Carnation-Burns & Allen Johnson-St'rlight Theatre Alternate Weeks	
DuMont					Co-op Small Fry Club L/F (E-M)				W. H. Johnson Candy Captain Video L/F (E-M) (NI)				*Once Upon a Tu* L (E) (NI)	
NBC	Standard Brands NBC Comics	*Panhandle Pete and Jennifer*	Kellogg Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (M)				Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp's Little Show John Conte L	Reynolds News F (E-M)	DeSoto-Plymouth You Bet Your Life F	
ABC	*Lois and Looie* L (E-M)					*Jimmy Blaine* L (E-M)	*Space Cadet* L (E-M)	*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)		Green Giant Co. Life With Linkletter L (E-M)		Ronson Art Metal Works 20 Questions	
CBS	Sundial Shoes Lucky Pup	*Chuck Wagon Playhouse*							*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	General Foods Maxwell House Coffee Mama	
DuMont					Co-op Small Fry Club L/F (E-M)				*Captain Video* L F (E-M) (NI)		Gerber Fds Mr. & Mrs. J. Carroll L (E)			
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	Welch G. J. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L (M)				RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Miles, Quiz Kids L	
ABC									*Hollywood Theatre Time*		General Mills The Irwins F (E-M)		American Dairy Assn Paul Whiteman TV Teen Club L (E-M)	
CBS					*Lucky Pup Review*		*The Big Top* (Off 1/20) TBA (Starts 1/27)		Oldsmobile Sam Levenson Show (Begins 1/27)		Gibson Refr. Laura Gibson Show (St. 1/20)	*Saturday News Special* (sts. 1/20)	Anheuser-Bus The Ken Murray	
DuMont														
NBC						TBA	Brown Shoe Corp., Smilin' Ed. McConnell, F (Alt. weeks), Brown Shoe, Say It with Acting L		TBA		Manhattan Soap Co. One Man's Family L (E-M)			

[illegible]

Monday-Friday—p.m.
2:30-2:45 First 100 Years, P&G
4-4:30 Homemakers Exchange, participating various sps.: Aluminum Cooking Utensil, Calif. Prune & Apricot Growers Assn., Calif. Walnut Growers Assn., [illegible]

	9:00		10:00		11:00
...m	*ABC Library Doc. Film* F (E-M)	*Marshall Plan in Action*	Gospel Best'g Corp. Old Fashioned Revival Hour F (E M)	Young People's Church of The Air Youth on The March	
...r Co. ...rcury ... Town	General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Norwich Week in Review
	Arthur Murray's Studios Arthur Murray Show L (E-M) (NI)		*They Stand Accused* L (E-M)		
... of G... ...ark and ...b Hope ...Sunday ...h Col.- ...edy H... L (E-M)	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	TBA	
T... Ruggles	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
Leve... ...-Lipton Art... Godfrey's Ta... Scouts	Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
...op The A...gan Show ...E-M)	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
Fires... Rubber Co. Voic... Firestone	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
...Rogers ...E-M)	Hudson Motor Car Co. Billy Rose L (E-M)	Arnold Bakeries Life Begins at 80 L (E-M)	*Movies In Your Home*	American Tobacco Co. Roller Derby L (E-M)	
...ce Co. ...erica ...mily Th... ...Weeks *...s Fate*	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	*We Take Your Word*	
Jo... Hopkins Sc... Review ...M)	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
...s Co. ...r Thea... ...-M)	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
...na Sales ...ighter ...E-M)	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
Li... Myers ...and Ha...ds	Bymart Inc. Somerset Maugham Show	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	*Sports Interview*	
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E)		
...rge, Pe... ...ar Rev... ...E-M)	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
P. Lori... ...e Music ...E-M)	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
Ame... ...ety Razor The... Goes On	Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre	
...n a Tw... ...(NI)	Kaiser-Frazer Ellery Queen L (E-M) (NI)	*Boxing* L (E-M) (NI)			
...Co. Peter ...yes Show ...M)	Ford Dealers of America Ford Star Revue Jack Haley L E-M)		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open House L
...s ...ods F... Party	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		*Film*	*Stud's Place* L (E-M)	
...nolds Ma... Crime	Ford Motor—Ford Theatre (Alt. Weeks) Wildroot Charlie Wild	General Mills TBA	Nash Kelvinator Star of the Family Morton Downey	Sylvania Electric Beat the Clock	
Ro... King Co. ...Show ...(NI)	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Rocky King, Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
...ople	Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
...man Club ...M)	*Roller Derby* (to Conclusion)				
...ser-Bu... Murray	*The Frank Sinatra Show*		Carter Ludens Sing It Again	Sterling Drug Sing It Again	
	Allen B. DuMont Labs Saturday Night at Madison Square Garden L (E-M)		Carter Prod. Saturday Night at the Garden Ever Sharp Saturday Night at the Garden	Chesebrough Mfg. Co. Saturday Night at the Garden	Co-op Wrestling L (E-M)
	Campbell Soup, Swift & Co., Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L(E-M)			American Tobacco Co. Your Hit Parade L	TBA

Mon., Wed., Fri.—p.m.
3:30-4 Bert Parks Show, General Foods sponsors Wed., Fri.
Tues., Thurs.—p.m.
3:30-4 Remember this date
DuMont Daytime
12:00 Headline Clues
[illegible]

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 1, 1951
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sponsor's advertising
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Here is proof that
CBS Daytime Television
offers vigorous talent,
full production value
and selling opportunity
surpassing anything
in television.

TBA

Yearend Roundup

Poppele Cites TV Role In National Crisis

By J. R. POPPELE

President, Television Broadcasters Assn.

TELEVISION broadcasters across the nation look ahead to 1951 with unswerving determination to back up the Administration with all-out assistance during the present national emergency.

Mr. Poppele

The role television can play in uniting the nation to meet the crisis is tremendous and, because of this, the responsibilty of each broadcaster is multiplied immensely.

Nearly 10 years ago when the nation faced equally grave threats, television was only a budding industry. Yet, even then, it made valuable contributions to the national defense.

Today, the situation is far different; television is one of the most important of our communication services. When President Truman faced three television cameras in his White House office and proclaimed the national emergency, he virtually sat face to face with 40 million Americans. This personal, intimate "chat" with so many of our citizens could not help but make an indelible imprint on the minds of those who saw and heard their chief executive.

The power of television to impress itself on a nation has been proved in many ways during the past few years. Now with a national emergency confronting us, television can serve its greatest educational role by keeping the people of America well-informed on civil defense and alerted to sacrifices that may be required as a result of the crisis.

The emergency tends to spotlight the need for a speed-up in plans to inter-connect the East and West Coasts via coaxial cable and radio relay and thus unite the nation as never before! This should be set into motion without delay.

BLS ADDS SETS

To Living Cost Index

TELEVISION sets are being added to the government's official cost-of-living barometer — the Bureau of Labor Statistics, it was announced last week by Bureau Commissioner Ewan Clague.

Revision of the cost-of-living index, vital to the government's anti-inflation battle and to certain union-management wage contracts which are tied to BLS findings, is part of a general overhauling of the bureau that started last summer. It is expected the realignment will be complete by mid-1952.

More than 17,000 families in 91 major cities will be asked about their spending habits for 1950. The survey, scheduled to begin in about 10 days, will be carried out between January and April, the bureau said.

The changes in the index—other costs to be included for the first time are beer, baby foods, frozen foods, cakes, cola drinks, ice cream and voluntary hospitalization premiums—are designed to make the index reflect more closely the commodities an average family buys.

CBS TV CITY

Construction Begins in L. A.

CONSTRUCTION of the first unit of CBS' proposed $35 million Television City in Los Angeles at Fairfax Ave. and Beverly Blvd. [BROADCASTING • TELECASTING, May 29, 1950], got underway last week. The initial section, being erected on the site of the present Gilmore Stadium now being taken down, will cover approximately 5 of the 15 acres already acquired by the network on that area. It will consist of six studios and a six-story combination crafts and office building.

Completion of this first project is expected by early 1952 at which time network programs will be originated from the studios, to be transmitted directly by microwave relay to the East Coast and the rest of the CBS-TV network.

Studios, promised by the network to "combine finest working conditions with most modern equipment and facilities that TV engineers and architects can design," will include provisions for broadcasting CBS color TV. Pereira & Luckman, Los Angeles, are the architects and engineers for the new project. William Simpson Construction Co., Los Angeles, is the builder.

As soon as arrangements are completed for the KTSL (TV) transfer (story page 19), CBS will move the staff of its Hollywood outlet KNX-AM-FM and the Columbia Pacific network to the new Mutual Don Lee Building on Vine St. The KTSL staff as well as that of Don Lee network remains in the building. Application will be made to FCC by CBS to change call letters of the TV station to KNX-TV.

CBS will retain Columbia Square studios as headquarters for network radio and television.

GENERAL ELECTRIC announces new TV receiving tube (Type 12BH7) designed primarily for vertical oscillator and amplifier service with large wide-angle picture tubes, but which also may be used in applications where two similar triodes in single envelope are desirable.

Film Report

REDART Ltd., Los Angeles, is new firm set up by **Exclusive Sales Corp.** (Natalie Kalmus TV sets) to distribute English films to American TV stations. **Jack Covel**, president of Exclusive, will head new firm which will function separately from set distributor company. **R. L. Kemp**, London (theatre chain), with Los Angeles offices at 1216 W. Olympic Blvd., will work in association with the firm.

Effective last week, **WKRC-TV** Cincinnati has sold INS *This Week in Sports* to local **DeSoto** auto dealers association. **WTAR-TV** Norfolk buys Super-Projectall.

WBAL-TV Baltimore has installed **Trans-Lux** rear screen projector. Device supplies unlimited range of backgrounds in life-size proportions before which studio actors appear. Commercial application of projector offers advertisers, using live spots, opportunity to have actual scenes from own stores or show rooms.

INS-Telenews reports newsreel sales to following stations: Weekly review to **WAGA-TV** Atlanta, **KRLD-TV** Dallas, **WCPO-TV** Cincinnati, and on repeat basis to **WOR-TV** New York. **WEWS (TV)** Cleveland began daily newsreel service Jan. 1.

Jack Danowitz Advertising Agency, New York, has established production facilities on own premises to produce TV and sales promotion pictures. Firm says it turned out series of 16mm TV film with action and narrative for under $1,000 for a client. Two-minute commercials will be placed on test basis in four markets starting next week. Stations include **WTTG(TV)** Washington, **WAAM(TV)** Baltimore, **WAGA-TV** Atlanta and **WDSU-TV** New Orleans.

SNADER EXPANDS

To Open New York Office

SETTING a shooting schedule of 20 musical films per week, Snader Telescriptions Corp., Beverly Hills, Calif., will establish a New York production division in mid-January. Production will be split between that city and Hollywood.

Louis Snader, president, and Phil Bloom, talent director, will be in New York late this week to complete arrangements and also appoint a director. With recent formation of Snader Telescription Sales on a national basis, Mr. Snader said filming operations must be stepped up to meet the contracted for 960 musical subjects.

He further revealed that cost of making the 3- to 3½-minute musical films has increased. Originally budgeted at $1,500 each, subjects now are running from 25% to 40% higher. Firm has already completed 257 films, with 400 promised for March 1 delivery.

Firm has moved its Beverly Hills headquarters to 171 South Beverly Drive.

Alabama's

Alabama's housewives are making it their business to dial Channel 13 to see what's cooking in WAFM-TV's brand new model kitchen. And they see it *live* over Alabama's *only live-camera TV station.*

only

Only WAFM-TV's Model Kitchen is on the air every weekday from 11 a.m. to 12 noon. And that means *no TV competition.* Your product gets undivided attention . . . right in the kitchen . . . where it's used!

live TV

Live TV with 5 top economists and 23 aides on the scene to demonstrate *all* household goods makes the Model Kitchen show *convincing.* Viewers *know* your product will work for them just the way they see it *in use!*

kitchen

Kitchen recipes using your food products are prepared by the Model Kitchen home economists in front of a studio audience while thousands more look on at home. Housewives can get all of the recipes, too, just for the asking.

program

Program details on how you can use WAFM-TV's Model Kitchen to sell your product in the busy, industrial-rich Birmingham market may be obtained through us or Radio Sales. Ask about participations and one-minute availabilities.

WAFM-TV

"TELEVISION ALABAMA"

CBS in Birmingham • Channel 13

Represented by Radio Sales

Station
KRLD
TV
DALLAS

Serves
THE LARGEST
TELEVISION
MARKET . .
Southwest
DALLAS
FT· WORTH

Combined Population
DALLAS *and* TARRANT
COUNTIES . . .
920,500

NOW *there are*
91,877
Television Homes
in KRLD-TV's
Effective
Coverage Area

The CBS *Station*
for DALLAS *and*
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD *Station*
National Representatives
THE BRANHAM COMPANY

telestatus

Psychologists Study TV Advertising

(Report 144)

"IRRITANT" advertising will not get the results in television that it got "when confined to a single bodily sense"—radio, Social Research Inc., Chicago, has concluded. The company, a private research firm of psychologists and sociologists, aided by consultants from the U. of Chicago, recently completed its first television report.

The survey also concluded: "It is impossible to find a TV audience which does not have a social class viewpoint toward whatever it watches. In radio and magazine advertising, the indifferent audience simply waits. In television they get up for another errand unless both the visual and the auditory senses are satisfied."

The first in a series of scheduled psychological studies "explored typical TV programs representing upper and lower middle class tastes, with the two types clearly representing different worlds in entertainment appeals and in the social structure of their audiences."

Commercials, "unless carefully attuned to the different types of audiences," will be ignored, according to findings outlined in the report. It was also found that commercials on "middle majority daytime shows" must fit the character of the program, be "sincere" and emphasize "the worthwhile character of moral values."

"Most middle majority housewives who watch such daytime shows rarely stay for any whole show on any one day. . . ." Commercials must be well spaced and the sales line sympathetic to the housewife's practicality, the survey showed.

Middle majority housewives are appealed to in daytime shows by performers who are "sincere, real motherfully, and successful but not snooty." Kate Smith, star of her own afternoon show on NBC, "is a person who in herself represents all of the high-valued, moral qualities dear to the middle majority, and at the same time appeals to them as a friendly equal," Dr. Burleigh B. Gardner, executive director of Social Research, said.

Kukla, Fran & Ollie, another NBC-TV feature, attracts, in contrast, the upper middle class, mainly because it is "fanciful, sophisticated" (the interest to which the upper middle class viewer subscribes or feels he ought to), shows a world without the hostility so common to soap opera, has adult and independent characters, emphasizes the tolerant notion that "little sins thrive all over," the report notes.

* * *

Berle Leads Latest Hooperatings

MILTON BERLE's *Texaco Star Theatre* and *Godfrey's Talent Scouts* rated first and second respectively in TV viewer popularity, according to the "First Fifteen" from the latest Hooperatings Pocketpiece released last week. For the period Dec. 1-15 the report was as follows:

1. Star Theatre	55.5
2. Talent Scouts	45.6
3. Fireside Theatre	44.7
4. Toast of Town	38.4
5. Cactus Jim	38.3
6. Man Against Crime	34.6
7. Mama	34.5
8. Philco TV Playhouse	33.3
9. Lights Out	32.4
10. Show of Shows	31.9
11. Lone Ranger	31.3
12. Studio One	30.9
13. This is Show Business	30.4
14. Comedy Hour	29.4
15. Martin Kane	29.2

* * *

Trendex Reports On December Viewing

TOP 10 Trendex ratings for sponsored network television shows in the week of Dec. 1-7 have been reported as follows:

Star Theatre—Berle	59.9
Philco TV Playhouse	47.7
Godfrey's Talent Scouts	47.5
Fireside Theatre	43.9
Comedy Hour	42.7
Mama	38.3
Man Against Crime	34.8
Big Town	33.4
Your Show of Shows	32.9
Lucky Strike Theatre	32.9

* * *

Nielsen Releases November Report

FIRST November report of National Nielsen-Ratings places *Texaco Star Theatre* as the top pro-

(Continued on page 58)

Weekly Television Summary—January 1, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	6,100
Ames	WOI-TV	30,198
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226
Binghamton	WNBF-TV	30,110
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	12,200
Boston	WBZ-TV, WNAC-TV	609,388
Buffalo	WBEN-TV	160,180
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	737,407
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000
Cleveland	WEWS, WNBK, WXEL	372,213
Columbus	WBNS-TV, WLWC, WTVN	122,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	91,877
Davenport	WOC-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	146,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	91,877
Grand Rapids	WLAV-TV	97,166
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	56,578
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Battle Creek	WKZO-TV	95,860
Kansas City	WDAF-TV	83,450
Lancaster	WGAL-TV	71,951
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	65,7
Memphis	WMCT	64,4
Miami	WTVJ	45,0
Milwaukee	WTMJ-TV	189,5
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,1
Nashville	WSM-TV	16,7
New Haven	WNHC-TV	114,7
New Orleans	WDSU-TV	43,9
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,875,0
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	44,5
Oklahoma City	WKY-TV	61,7
Omaha	KMTV, WOW-TV	55,5
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	725,0
Phoenix	KPHO-TV	22,9
Pittsburgh	WDTV	180,0
Providence	WJAR-TV	100,2
Richmond	WTVR	51,7
Rochester	WHAM-TV	61,1
Rock Island	WHBF-TV	32,1
Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	33,9
San Antonio	KEYL, WOAI-TV	36,7
San Diego	KFMB-TV	69,5
San Francisco	KGO-TV, KPIX, KRON-TV	127,0
Schenectady Albany-Troy	WRGB	125,0
Seattle	KING-TV	55,6
St. Louis	KSD-TV	221,5
Syracuse	WHEN, WSYR-TV	88,1
Toledo	WSPD-TV	60,0
Tulsa	KOTV	52,2
Utica-Rome	WKTV	30,2
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	205,8
Wilmington	WDEL-TV	53,4

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 9,832,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Morning...afternoon...evening*

WSB-TV dominates the Atlanta television market.

Gives advertisers more viewers per dollar ...also more pull per dollar. Of interest to time buyers—99% of the Atlanta market's TV sets are *home* sets!

wsb-tv

ON PEACHTREE STREET

* WSB-TV share of audience (October-November Hooper Television Audience Index): Monday thru Friday, 8:00 A. M. to 12:00 noon—92.2%. Monday thru Friday, 12:00 noon to 6:00 P. M.—75%. Sunday, 12:00 noon thru 6:00 P. M.—62.5%. Sunday thru Saturday evening, 6:00 P. M. to 10:30 P. M.—55.4%. For further details, see your Petry man.

Affiliated with The Atlanta Journal and The Atlanta Constitution

Folsom

(Continued from page 49)

the year included the development, with U. S. Navy cooperation, of "the world's largest and most accurate analogue computer," and an electronic "brain" to evaluate the performance of guided missiles, ships, airplanes, and submarines.

Another laboratory development was a portable model of the electron microscope, a new non-broadcast industrial television system based on a sensitive pickup tube called the "Vidicon," and a new facsimile system capable of transmitting printed documents at the rate of 120 square inches a minute.

Turning to international communications, Mr. Folsom said that RCA had successfully extended the use of its automatic tape relay method of transmission of overseas radiotelegraph traffic, and had introduced a "new two-way, customer-to-customer teleprinter exchange service."

RCA Institutes in 1950 graduated the record number of 957 students. Employment of virtually all graduates immediately by industry reflected the "increasing importance of the courses in radio, electronics, and television."

ELECT STOKEY

As ATAS President

MIKE STOKEY, television producer, was officially named president of Academy of Television Arts & Sciences, Los Angeles, for the coming year at a meeting last month. His election was unopposed following the withdrawal by three other nominees for the post [BROADCASTING • TELECASTING, Dec. 18, 1950]. Syd Cassyd is retiring president.

Elected to other offices also for the year term were Hal Roach Jr., of Hal Roach Studios Inc., first vice president; Harland Thompson, CBS-TV production supervisor, second vice president; Betty Mears, TV writer, secretary (re-elected); Fred Henry, assistant general manager, KLAC-TV Los Angeles, treasurer; Isabelle Pantone, KFI-TV Los Angeles production staff, recording secretary; Harry Koplan, program packager, secretary to treasurer; Mark Finley, public relations director, Don Lee Network, corresponding secretary.

Officers will be installed at the Academy's third annual awards dinner Jan. 23 at the Ambassador Hotel, Los Angeles, when the winners of the annual "Emmy" awards will be announced.

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HOLLYWOOD 38, CALIFORNIA

ADULT EDUCATION VIA TV

'News' Reports Comments on WWJ-TV Project

FAVORABLE reaction to WWJ-TV Detroit's private showing of its U. of Michigan *Television Hour*, held before government and industry officials at Washington's Wardman Park Hotel Dec. 17, was chronicled the following day in the *Detroit News*, station owner.

The newspaper quoted the comments of such observers as FCC Chairman Wayne Coy and Comr. Frieda Hennock; Col. Ed Kirby, radio-TV chief, Dept. of Army, and Sen. Owen Brewster (R-Me.), who attended along with other members of the Senate Interstate & Foreign Commerce Committee.

Stressing that federal officials described WWJ-TV as "the pioneer in turning the nation's living rooms into classrooms through television," the *News* quoted Chairman Coy as commenting that the educational series is "terrific" and should be carried a step further by having students take part in the production end.

"Along with the need for well-planned adult education, the television industry needs vehicles to train young men for its expanding technical staffs," the FCC Chairman reportedly stated.

Comr. Hennock said she would "like to see every station in the country duplicating the Detroit effort, morning, noon and night." She felt the series has "drama as well as educational value," and also offers a means of helping Americans who never received formal education.

Col. Kirby predicted, according to the *News*, that national networks will duplicate the Detroit plan and "give the whole nation a graphic lesson in world problems and responsibilities."

NBC New York recorded the show, which emanated directly from Detroit, for showing on four TV screens before some 100 invited guests. Harry Bannister, general manager of WWJ-TV, and Herbert Ponting, a director of the *Detroit News*, explained the project under which listeners seeking official certification from the university's television school may receive material developing the telecast lectures for a $2 fee. About 400 have registered for a TV course in photography starting this month, Mr. Bannister added.

Also present at the showing were FCC Comrs. Rosel Hyde, Paul Walker and E. M. Webster; NAB President Justin Miller, and several members of Congress, as well as industry representatives.

STANTON REPORT

CBS Color Drum Explained

A CBS color television receiver, showing the largest direct-view picture of any system yet, was reported by Frank Stanton, CBS president, in a yearend review released last week. The receiver employs a drum to show a color picture on a 17-inch rectangular tube, housed in a console 34 inches high and 27 inches wide. Its principle is applicable to a 20-inch tube, he said.

When a tri-color tube is perfected, he continued, "there will be no practical limit on the size of direct-view color pictures with the CBS system."

Use of color television for medical and surgical demonstrations at major medical meetings in 1951, as in 1950, has been agreed upon by CBS and Smith, Kline & French Laboratories. And a Remington Rand Inc. agreement with CBS provides for the production by the former of Vericolor, industrial TV equipment using CBS color, he reminded.

Mr. Stanton said that CBS radio shows were heard during about one-third of the commercial program time of a typical week of the past year. "During the peak listening hours, 6-11 p.m., 37% of the programs were CBS 'packages,'" he said.

Total stations in the CBS radio network at the end of the year were 196, an increase of 11 over the 1949 total. CBS-TV grew from 56 to 61 stations during the past year, and it serves a combined potential audience of 10.5 million families, or about 29.5 million viewers, he said.

Red Crown AM-TV Spots

STANDARD OIL of Indiana, Chicago, will conduct a month-long saturation campaign during January with radio and TV spots in Detroit and Milwaukee, advertising its new 1951 Red Crown gasoline. A total of 500 spots will be carried in each market, about 10% going to TV. Six AM and three TV stations are being used in Detroit, six AM and one TV in Milwaukee. Agency is McCann-Erickson, Chicago.

Telestatus

(Continued from page 56)

program in both the number of homes reached and the percent of TV homes reached in program areas. For the two weeks ended Nov. 11 the report is as follows:

HOMES REACHED IN TOTAL U.S.

Rank	Program	Homes (000)
1.	Texaco Star Theatre	5,492
2.	Philco TV Playhouse	4,108
3.	Show of Shows (Snowcrop)	3,908
4.	Show of Shows (Crosley)	3,752
5.	Show of Shows (Part.)	3,627
6.	Toast of Town	3,620
7.	Colgate Comedy Hour	3,609
8.	Stop Music (Lorillard)	3,547
9.	Fireside Theatre	3,498
10.	Howdy Doody (Int. Shoe)	3,391

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes (%)
1.	Texaco Star Theatre	60.4
2.	Fireside Theatre	53.1
3.	R. Montgomery Presents	50.6
4.	Show of Shows (Part.)	49.2
5.	Philco TV Playhouse	47.6
6.	Show of Shows (Snowcrop)	46.2
7.	Toast of Town	44.5
8.	Show of Shows (Crosley)	43.5
9.	Stop Music (Lorillard)	42.9
10.	Mama	42.2

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TV CONSULTANTS

Beacon Opens in Boston

BEACON TELEVISION Features Inc., a new TV consulting firm, has been organized in Boston to serve agencies and clients who are using or planning to use video. Emphasis will be on creation and production supervision of television and radio shows and commercials. President of Beacon Television Features is Leonard Sanderson, for six years art director for Alley & Richards, Boston.

The firm, located at 420 Boylston St., opened today (Monday.) Services of the consulting organization include advice on TV programming, time and techniques. The company will prepare advertising, promotion, and publicity for productions it handles.

RCA VICTOR designs streamlined unobtrusive microphone, especially for TV programming. Named "Starmaker," as result of nation-wide contest

'51 Cable Predictions

(Continued from page 49)

cable, Norfolk to Richmond and Johnstown to Pittsburgh by radio relay early in the year. Construction was also begun on a new relay route between New York and Chicago which went into service Sept. 1 and was extended to Omaha by Sept. 30. Also during September a microwave system went into service between New York and Washington. On the last day of that month, 14 cities were added to the interconnected list: Greensboro, Charlotte, Jacksonville, Atlanta, Birmingham, all joined to the network at Richmond; Indianapolis and Louisville, connected at Dayton; Rock Island, Davenport, Ames, Minneapolis-St. Paul, Omaha and Kansas City, connected via Chicago

* * *

TV GROWTH 1946-1950

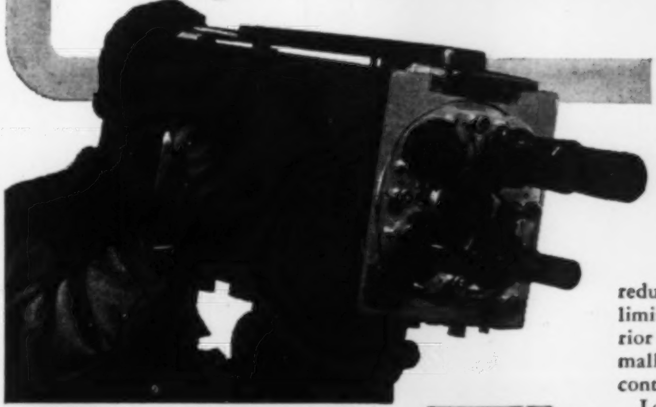
End of	Cities with Stations	Connected By Bell Circuits Cities	Connected By Bell Circuits Stations	Stations with Privately-Owned Relays	Bell Interconnected Mileage
1946	4	2	3	1	476
1947	11	5	9	1	916
1948	30	13	30	2	3,558
1949	59	26	50	3	8,954
1950	66	42*	72*	8	17,344**

---

* Figures do not include Los Angeles (7 stations) and San Francisco (3 stations) which are connected to each other but not to the East-Midwest network.

** Two circuits (750 miles) connecting Los Angeles and San Francisco are not included in this total.

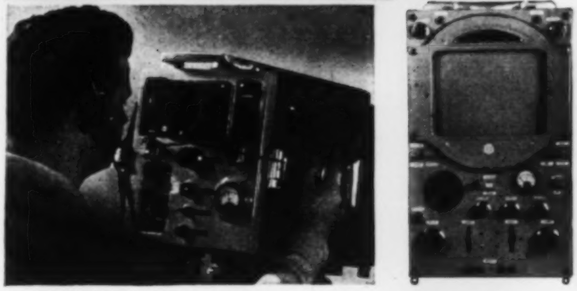
GPL Introduces First TV Camera Chain Designed from Start to Finish for Compactness and Ease of Operation



Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered" – designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined . . . fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, *with integral view finder*, is only 10¾" x 12½" x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.



Compact GPL camera and control unit have been "human engineered" for easy, efficient use. Camera provides uniform focus adjustment for all lenses; iris is motor-controlled from rear of camera or from control unit, with lens opening shown on dials at both locations. Control unit has 8½" monitor tube.

SIMPLIFIED CONTROL

All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Target and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

IMPROVED SYNC GENERATOR

The sync generator, with its power supply, is a single unit, packaged for field use. Because binary counting circuits are used, and pulse width is controlled by delay lines, it provides circuit reliability better than present studio equipment. With this circuitry, all operator adjustments are eliminated.

READILY ADAPTABLE

GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. *Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.*

Write, Wire or Phone for Details

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TV Field and Studio Equipment
Theatre TV Equipment

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PLEASANTVILLE **NEW YORK**

upcoming

Jan. 7-12: Protestant Radio Commission Eastern Regional Religious Radio Workshop, Yale U., New Haven, Conn.

Jan. 8: National Collegiate Athletic Assn., Dallas.

Jan. 15: Media Conference, American Assn. of Professional Baseball Leagues, Columbus.

Jan. 22-26: AEEI Winter General Meeting, Hotel Statler, New York.

Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 31-Feb. 2: NAB Board Meeting, Belleview-Biltmore Hotel, Belleair, Fla.

Feb. 3: Radio Correspondents Assn. Dinner for the President, Hotel Statler, Washington, D. C.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 15-19: NAB Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

TV SEMINAR

WAAM Plays Host Feb. 16-17

WAAM (TV) Baltimore announced last week that it will play host to a Regional Television Seminar in Baltimore Feb. 16-17. Sub-titled "Career Opportunities in Television," the seminar will feature well known figures in the television industry, who will address a group of 100 college students from schools in the East.

The seminar is to be co-sponsored by WAAM, Johns Hopkins U., American U., Temple U., and the U. S. Office of Education. Joel Chaseman, public relations director for WAAM, announced that the station has been working since May 1950 to establish an educators' committee to assist in planning the seminar.

Beginning Friday evening, Feb. 16, with an address on the general topic of television, the seminar will continue on Saturday with addresses and discussions on sales, promotion, research, production, casting, public affairs, public service, writing, personnel and others.

Members of the steering committee, which has been working on the seminar since last May, are:

Willett Kempton, public relations director for American U.; Lynn Poole, public relations director for Johns Hopkins U.; Dr. Armand Hunter, chairman of the Radio, Speech, and Theater Dept. of Temple U.; Dr. Franklin Dunham, chief of the radio and TV section of the U.S. Office of Education, and Mr. Chaseman, representing WAAM.

ANDREW Corp., Chicago, has issued general price list of transmission lines and antenna equipment.

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PHONEVISION

Thrice-Delayed Tests Begin Today

ZENITH Radio Corp. begins its long-heralded test of Phonevision, its dollar-in-the-slot adjunct to commercial telecasting, in Chicago today (Monday). The 90-day test, delayed three times, will offer three "top-flight" motion pictures daily to residents of 300 Chicago area families between Jan. 1 and March 31.

The FCC-approved experiment is an attempt to determine public acceptance or rejection of the device. Families wishing to see a certain Phonevision movie call the telephone operator, ask for transmission of a signal for clearance of the jumbled original TV transmission and are billed $1 for each movie they see.

Today's opening lineup includes Jack Carson and Ann Southern in "April Showers," Bing Crosby, Joan Caulfield and Barry Fitzgerald in "Welcome Stranger" and Clark Gable and Lana Turner in "Homecoming." These Hollywood films have grossed more than $12 million since their release, according to Zenith. The films were described by the firm as "pictures of a caliber never before presented to the home video screen."

Zenith declined to release titles of other movies which will be telecast. It was understood a list of the first week's bill, Jan. 1-6, was mailed last week to the 300 test families.

Films will be telecast by Zenith's experimental station KS2XBS three times daily, at 4, 7 and 9 p.m. A total of 90 films will be used during the test, as films will be repeated on two succeeding days after the initial showing. Repeats, however, will be spotted at a new time and on a different day in order to attract all segments of the test group audience and give them a variety.

Films were produced in the U.S. and in Europe, and will be transmitted with a scrambled signal from the station on top of the Field Bldg. in Chicago's "Loop." The signal can be unscrambled only on order of test residents who call the telephone operator. Regular televiewers tuning to Channel 2 will see only the garbled picture. The key signal which unscrambles the transmission is sent via the telephone circuit.

The Phonevision test begins after FCC approval, cooperation of film producers, a "special" license from ASCAP and a "special" waiver by the American Federation of Musicians, Comdr. Eugene F. McDonald Jr., Zenith president, explained last week. "The sole purpose of the test is to gather data for use of the FCC in determining whether Phonevision is in the public interest and whether it shall, in the future be authorized as a new type of service," he said.

"Not a Substitute"

Stressing that the system was not developed as "a substitute for any of the established or potential uses of regular television broadcasting radio, motion pictures or other extant communications and art forms," Comdr. McDonald sees the device "as a new and distinct service."

"It in no way affects people's opportunity or choice of viewing regular, free, television programs, of going to the theatre, or spending their time and money as they see fit," he said.

If the method is approved, Zenith their time and money as they see "does not intend to enter the entertainment business or any other fields of programming made possible by Phonevision's potentialities. We propose to remain in the field of manufacturers electronics, and would simply produce and license other manufacturers to produce Phonevision equipment," Comdr. McDonald explained.

Contract for the daily half-hour shopper's show on WHEN is completed by (l to r): Robert Severance, WHEN account executive; Robert A. Macht, Dey Bros. merchandise manager; Paul Adanti, WHEN general manager, and John P. Fitzgibbons, vice president and managing director of Dey Bros.

RTDG VS. SDGA

NLRB Dismisses L.A. Case

REGIONAL National Labor Relations Board, Los Angeles, has dismissed because of "lack of evidence" the Radio and Television Directors Guild case charging Screen Directors Guild of America with "unfair labor practices." Announcement was made a fortnight ago at a meeting of SDGA which was informed of the move by Howard LeBaron, NLRB regional director.

RTDG, which had intervened in recent NLRB hearings on SDGA petition seeking jurisdiction over TV directors at KECA-TV Los Angeles, charged violation by SDGA of Section 8 of the National Labor Relations Act claiming that the latter was employer-dominated [BROADCASTING • TELECASTING, Oct. 9, Sept. 25, 1950].

RTDG is asking NLRB in Washington that the "unfair" plea, though dismissed by the local board, be included as part of the evidence in the whole case now under the board's consideration.

SDGA also advised members at the meeting that new members had joined both in New York and Los Angeles and that the majority of the nation's top TV shows were now being directed by SDGA members. Guild further reported that about 70 TV film program producers are signatories of SDGA 100% guild shop contract.

DEY BROS. SIGN

Buys Program on WHEN(TV)

DEY BROS. & Co., Syracuse, N. Y. (department store), has signed a 52-week contract with WHEN(TV) Syracuse for a daily half-hour shopper's program, *Your Dey-Time Shopper*, Monday through Friday, 1-1:30 p.m.

Extensive use of store personnel on the daily shopping programs is planned, with various departments demonstrating their wares in the WHEN studios. Joyce Taylor, Dey's fashion co-ordinator, is hostess of the program and conducts daily TV tours of the store. Newspaper promotion has been used heavily for the show, while point-of-sale displays in the store call attention to merchandise featured on the program. During the Christmas shopping season, hundreds of specials were sold to customers who had seen the items advertised only on WHEN, the station reports. First show in the series was presented Dec. 11.

TV AIDS GATE

WTVJ Head Blames Schedule

TELEVISION is a definite aid to football attendance and should not be blamed for slumps in gate receipts, Col. Mitchell Wolfson, president of WTVJ (TV) Miami, said in a recent letter to the Orange Bowl Advisory Committee.

Col. Wolfson urged the committee to evaluate the preceding season's football attendance records with four factors in mind—weather, general economic conditions, schedule of games, and television. He concluded that the schedule of games was the most important factor governing paid attendance, not TV.

Average attendance at Miami U.'s home games, held in the Orange Bowl, was 36,517 in the 1950 season, he said, a 9% drop from 1949's average of 39,931 per game. Analyzing the past season's schedule, Col. Wolfson pointed out that the two biggest games of the 1949 season, those with Florida U. and Purdue, were played away from home in 1950. If these two crowd-drawing games had been played at home during the past season, he said, the attendance would have showed only a ½% drop from last year.

As for the other factors—weather, economic conditions, and TV—Col. Wolfson said: "There is a strong indication that people don't stay home to watch television because of rain." Citing 1950 attendance figures again, he pointed out that the Villanova game, played in the rain, enjoyed higher attendance than three of the other games on the schedule. Mentioning the all-time high of the cost of living index and the 3% increase in personal income taxes put into effect in October, Col. Wolfson urged that these factors be taken into consideration as affecting economic conditions and therefore the sale of tickets.

Emphasizing the selling job TV has done for football, Col. Wolfson enumerated the promotional support WTVJ gave the university's home games last season. In all its football features, Col. Wolfson said, the public was urged to get out to the games for "full enjoyment of atmosphere, half time spectacle, etc." Also, over $2,000 worth of season tickets were sold in advance on a special series of eight TV programs called *Rumpus on the Campus*, he pointed out.

"Now if television—rather than the schedule—had been the major factor in attendance losses," said Col. Wolfson, "we should have expected the losses to have *increased* as the season advanced, because the number of *television sets in the area increased*. But it is obvious that the season ended with peak attendance at the two major games *with more TV sets in the area than ever*."

TRICOLOR TUBE

Invented by Chew

INVENTION of a new all-electronic color television picture tube which is claimed to avoid "pitfalls" of current color TV systems was announced last week by Thornton Chew, vice president in charge of engineering for KFMB-TV San Diego.

Mr. Chew, who has secured a patent (No. 2529485) on his invention, said the tube employs a magnetic field to select color sequences and combinations. Its screen was described as having successive groups of strips of material, each with red, green, and blue colors.

The tube has a single gun.

It was said to render a spinning disc unnecessary, and to need no complicated lens system.

KFMB-TV spokesmen said plans for exhibition of the tube are now in progress.

Mr. Chew, a former research engineer with Don Lee television interests in Los Angeles, joined KFMB-TV in May 1949.

TRUMAN DINNER

Correspondents Map Plans

PROGRAM representatives of the major radio and TV networks are slated to meet in New York this Friday to map out entertainment plans for the ninth annual Radio Correspondents Assn. dinner in honor of the President of the United States. The dinner will be held Saturday, Feb. 3, at the Hotel Statler, Washington, D. C.

The association's executive committee met last Thursday to work out seating arrangements and other details for the occasion, which is expected to draw about 700 key government officials, Congressional members and industry representatives, including the radio correspondents.

John Edwards, ABC, is serving as general chairman of this year's planning committee, with ABC the "coordinating" network on the usual rotation basis. DuMont Television Network will participate along with the four major radio networks.

A feature of the 1950 dinner, during which President Truman will receive a gift from the correspondents, will be the installation of new officers of the association. Elections are scheduled to be held Jan. 10. William McAndrew, WRC-AM-FM and WNBW (TV) Washington, president of the organization, will preside.

WTMJ-TV Tube Costs

WTMJ-TV Milwaukee has released figures on tube costs showing the cost per hour of the various tubes in use at the station as well as the total net cost of each type of tube. According to the figures, orthicon tubes averaged an hourly cost of $2.47 each, while iconoscope tubes, used in film cameras, cost 29¢ per hour, and transmitter tubes cost 71¢ per hour.

CINCINNATI IS TOPS IN DAYTIME TELEVISION!

WCPO-TV IS TOPS IN CINCINNATI TELEVISION!

SELLING'S A CINCH WITH DIXON!

One of America's TEN TOP DAYTIME PROGRAMS . . . reported in the November issue of TELEVISION . . . PAUL DIXON'S MUSIC SHOP.

This "tops-in-the-nation" program is seen Monday through Saturday . . . WCPO-TV, 3 to 5 P.M.

WCPO-TV

CHANNEL 7 CINCINNATI

WEWS Cleveland under same general management is also one of the country's top TV stations.

SEE YOUR BRANHAM MAN!

BRITISH VIDEO

'Mirror' Cites Commercial Plan

OPERATION of British television on a commercial basis, with sound radio continuing as a BBC monopoly, will be recommended by the Beridge Committee, according to a prediction in the *London Daily Mirror.*

Writing under the heading "Allow Commercial TV, Government Report Will Urge," Clifford Davis reported that the committee, appointed by the British government to report on the future of radio and TV when the BBC charter expires at the end of 1951, will file a report of more than 150,000 words.

Appearing in two volumes, the first part, Mr. Davis predicted, will contain the committee's findings and the second part will review evidence taken at extended hearings.

According to the *Mirror* story, the recommendations of the 10-man group are expected to be along this line:

> Sponsored TV programs should be started, at first on the existing TV wavelengths in order to lengthen present transmission time of 30 hours a week. Later, a rival TV service—supported by advertising—should be established.
>
> BBC television should be set up as a separate organization from sound broadcasting immediately.
>
> Cinemas should be allowed their own TV system for films, newsreels and stage shows. The same program could then be televised to hundreds of cinema screens.
>
> The government should relax its ban on capital expenditure to allow the BBC to spend more money on sound and TV development.

The committee was set up in 1949. It held a thorough investigation and four of the members visited the U. S. and Canada to study commercial radio and TV.

Mr. Davis understands the report will be severely critical of the BBC internal organization and some of its policies, though agreeing unanimously that the BBC offers the finest service in the world.

Suggested commercializing of TV is ascribed to the new medium's high costs.

open mike

Cites Digest Service

EDITOR:

I've . . . seen the digest of BROADCASTING • TELECASTING [Dec. 18, 1950] which you had the AP transmit. It was a splendid service and one which I appreciate very much. As usual, you're on your toes. Thanks for your thoughtfulness.

Lester W. Lindow
General Manager
WFDF Flint, Mich.

* * *

Artist McDonald

EDITOR:

. . . . I was never so surprised . . . as . . . when I saw my "doodlin" in BROADCASTING • TELECASTING [Nov. 27, 1950]. . . .

. . . I have received many, many letters about it from both friends and in several cases, managers that I do not even know personally. Two wanted me to design them some letterheads.

I have had . . . telephone calls, and a few telegrams . . . Everyone that I see personally, if in the industry, mentions seeing it in BROADCASTING • TELECASTING. . . .

Guess I am forced to admit—maybe your ole book does have a few readers. . . .

Patt McDonald
General Manager
WHHM Memphis

* * *

Car Radio Report

EDITOR:

Dr. Ken Harwood's Alabama auto listening survey, reported in your Dec. 18, 1950, issue, was especially interesting to the industry in Southern California, since Ken first made a study of this type while still at the U. of Southern California. His findings induced our association to call in The Pulse for a full-scale check of the radio status of 880 cars at 50 widely scattered Los Angeles County intersections day and night for a full week.

Their findings were that 72.5% of the cars were radio equipped, the highest figure discovered in any of the surveys made thus far (New York, Iowa and now Alabama). Since there are actually more passenger cars than there are families or occupied dwelling units in our county, this finding is significant. The day-and-night sets-in-use average, 8 a.m. to 8 p.m., was 32.8%, considerably higher than the similar percentage in homes.

Robert J. McAndrews
Managing Director
Southern California Broadcasters Assn. Inc.
Hollywood

* * *

Continue Reviews

EDITOR:

Please continue your program reviews regularly!

Your critical comments will do much to keep tele and broadcasters on their toes.

Here's one reader who appreciates them.

Leon C. Hood
Radio Chairman
National Council of Teachers of English
61 Lafayette Ave.
East Orange, N. J.

* * *

Reaction to TV Ads

EDITOR:

After conducting a recent television study in San Francisco, Dan E. Clark II & Assoc. reports that only two out of nearly 800 respondents mentioned the recent controversial television industry radio-newspaper campaign. This campaign brought many complaints from parents and educators and resulted in the Federal Trade Commission's Division of Radio and Periodical Advertising announcement that it was "considering certain recent advertising of television sets to determine the truth or falsity of statements and representations therein."

Each of 793 respondents who stated they were not in the immediate market for a television set were asked by Clark & Assoc. for comments and reasons as to why they did not want television now. The great majority gave such reasons as "can't afford now," "waiting for sets to improve," "waiting for color," and other comments. Only two respondents voluntarily mentioned the recent industry campaign.

G. E. Hurst
Dan E. Clark II & Assoc.
Research Consultants
San Francisco

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

NF

National Features

Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

COLOR CHOICE

Let Public Decide—Caldwell

FORMER Federal Radio Comr. O. H. Caldwell, editorial director of *Tele-Tech*, in a letter to members of the present FCC has suggested the public be allowed to decide which color-TV system it preferred.

He indicated the Commission should authorize the "compatible color-TV system" along with the CBS system so the public might choose the better method.

Mr. Caldwell attached a copy of his report in the January 1951 issue of *Tele-Tech titled* "Compatible Color-TV Is Ready." The article, based on RCA's early December demonstrations, urged opportunity for public choice.

It stated that FCC, "overwhelmed by the uproar resulting from its recent decision . . . taking merely the testimony of its own senses—now needs only to *authorize compatible color-TV to go on the air*, along with the present-approved abortive non-compatible system. Then the public, industry, and trade will quickly decide for themselves which system they want—which system must survive! Thus in a single logical and democratic step, the FCC can provide the *soundest future for color*, and meanwhile save the television enjoyment of millions."

Mr. Caldwell's letter stated in part:

> Having pioneered in the administration of radio, as you are now pioneering in TV, I can sympathize with your difficulties and understand the high motives with which you are undertaking to serve the public.
>
> We earlier Commissioners too had to take positive actions—sometimes based on too-meager information and field experience. We found we made some embarrassing mistakes, but we also learned that one way to correct the effects of these was, as quickly as possible, to authorize a parallel, sounder course, and so let the radio industry and public erase our earlier error, by *giving them a choice* so they could *select and adopt the later, better plan.*
>
> This lesson we thus learned years ago, suggests a similar handling of your present color-TV difficulties. If, waiving formalities, the FCC will in the public interest, quickly come to the heart of the matter and *without disturbing the CBS authorization*, will *grant similar approval to the compatible color-TV system*, the industry, trade and public will quickly determine which is the more practical of the two systems for home use. There is no doubt whatever that the compatible system will quickly outrun the other.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS

Profits Depend on

Efficient Personnel

Our Graduates are
Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by . . .
Network Professionals
Trained to . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under .
Actual Broadcast Conditions

For Prompt Free Service
Call, Write, or Wire
Personnel Division

SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

Lehman Bros. Centennial

LEHMAN Bros., investment banking company and pioneer in radio-TV financing, celebrated its 100th anniversary last week by publishing a chronicle of the firm's activities since its founding as a grocery and dry goods store in Montgomery, Ala., in 1850. The chronicle traces the investment company's 18-year association with the radio-TV industries, beginning in 1932 with an investment in CBS, and continuing in the late 30's with the first public underwriting of a television company, Allen B. DuMont Labs. Lehman Bros. has also undertaken financing for RCA and Avco Corp.

WMIT (FM) SOLD

Reactivation Asked

WMIT (FM) Charlotte, N. C.—The Southeast's first FM outlet which ceased operation last April after eight years of pioneering—may return to the air under new ownership. The project represents an investment of more than a quarter-million dollars.

Bid was filed with FCC last week for the station's assignment by Mt. Mitchell Broadcasters, a new firm headed by W. Olin Nisbet, Jr., Charlotte investment banker, which also has purchased WMIT'S plant atop Clingman's Peak from Gordon Gray, former licensee. The price, including 10 kw transmitter, was reported as $27,500.

The application specified a new 50 kw amplifier would be acquired for $27,000 to boost the station's output to 300 kw effective radiated power on Class B Channel 295, 106.9 mc. WMIT previously had ERP of 75 kw. Antenna height is 3,076 ft. above average terrain and more than 6,500 ft. above sea level.

Service Planned

The application reported the 1 mv/m contour of the 300-kw station will include 27,380 sq. mi. having a population of 2,153,900 while the 50 uv/m contour will include 50,600 sq. mi. having a population of 4,017,800.

Total estimated cost is $54,500, FCC was told, while first year operating cost was specified as $40,000 with revenue expected $50,000. Hours of operation will be 8 a.m. to 10 p.m.

Mr. Nisbet, president and 73.33% owner of Mt. Mitchell Broadcasters, is vice president-treasurer of Interstate Securities Corp., of which he owns 31%. Vice president and 20% owner of the applicant is John C. Erwin, executive vice president and 14% owner of Allison Erwin Corp., hardware firm, and vice president 40% owner of Alwin Corp., real estate, both in Charlotte. Secretary-treasurer and 6.6% owner of the applicant is W. H. B. Simpson, part owner of WMRC Greenville, S. C. Mr. Simpson is president and 70% owner of the Georgia, Florida & Alabama Railroad and holds extensive dry goods merchandising interests in Belk Simpson and other stores through the South.

Mr. Gray, owner of WSJS-AM-FM Winston-Salem, N. C., made a heavy investment in WMIT. He established the pioneer FM outlet in 1942 on the old 50-mc band. He evidenced great disappointment last April when the decision was made to discontinue the outlet [BROADCASTING • TELECASTING, April 10, 1950.] Mr. Gray expressed belief at that time that FM "is the superior form of sound broadcasting" and "sincerely" hoped this feeling would one day be proved financially as well as technically right.

Mt. Mitchell Broadcasters told FCC it wanted to reactivate WMIT and to continue "rendering an FM service needed in the area." It explained operating economies "consistent with good operation and program service will be necessary, particularly during its early stages."

No Duplication

"Without any intention of lessening competition or duplicating essential service to the public," the applicant explained it proposed to lease certain services, facilities and assistance from other stations. Initially, according to the application, studio space is to be obtained from WSOC Charlotte and some WSOC staff members will be employed on a part-time basis.

FCC was told the fulltime staff is to include J. F. McFarland as chief engineer-manager. Mr. McFarland, the application said, had been employed by Mr. Gray and has continued on the property to maintain it. Other staffers to be hired include three engineer-announcers, one program manager, one sales manager, one traffic-billing manager and a promotion manager.

JOHN H. NORTH

Chicago Agency V.P. Dies

PRIVATE funeral services were to have been conducted Saturday for John H. North, 54, vice president in charge of media for Aubrey, Moore & Wallace, Chicago agency. Mr. North died suddenly of a heart attack Wednesday morning in his Evanston, Ill., home.

He was named vice president of the agency in 1949, and since then had supervised all radio and television business. Mr. North worked at the agency 27 years. Before joining it in 1924, he worked at Lee O. Duncan Advertising Agency and was a salesman for Armour & Co., both Chicago. He was first president of the Radio Club of Chicago when it was organized in 1944.

Survivors include his wife, Elizabeth Gunderson North; two sons, J. Duncan North, 10, and James Bruce North, 4; his mother, three brothers and a sister.

McCARTHY-PEARSON BOUT

Episode Draws Varied New Comments

EPISODE between Sen. Joseph McCarthy (R-Wis.) and Drew Pearson, ABC commentator and news columnist, crackled into a news feud last week with sniping coming from both sides of the opinion fence.

The dispute grew out of remarks made by Sen. McCarthy on the floor of the Senate and a statement Dec. 22 by Adam Hat Stores, New York, that it was dropping Mr. Pearson's broadcasts effective Feb. 18 [BROADCASTING • TELECASTING, Dec. 25, 18, 1950].

Meanwhile, ABC, which is understood to be planning continuance of the commentator's broadcasts at least until the Adam Hat contract termination date, said any formal statement before that time would be "unlikely."

Sen. McCarthy had levelled two attacks against Mr. Pearson. The Senator's accusations were coupled with mentions of his sponsor, telling the Senate the newsman would not be "pouring out his poison into millions of American homes every Sunday if the Adam Hat Co. did not hire him and pay him to do it." He called on the public to boycott stores handling the sponsor's products and urged newspapers buying Mr. Pearson's column, as well as radio stations, to see that his voice is stilled.

Doris Fleeson, who writes a Washington news column, took a hard look at the Senator's remarks and commented: "Radio advertisers have consistently refused to fight the battle for free speech which is the heart of the American system. The free press which radio feels free to criticize perhaps justly, simply does not stand for the kind of interference with constitutional prerogatives that radio takes for granted."

Columnist Westbrook Pegler, on the other hand, commended the Senate speeches and added a bit of fuel of his own. He implied that a condition existed "which should never have been suffered to develop in radio subject to government control."

Charles V. Molesworth, president of Adam Hat Stores, in announcing the termination of Mr. Pearson's contract, said: "Mr. Pearson's contract covered a period from Sept. 2, 1949, to Feb. 18, 1951, and because of a planned change in advertising media for 1951 the contract will not be renewed or extended."

Mr. Pearson's reaction to the Adam Hat announcement was: "The Adam Hat people have been swell to me."

COSTS LESS because it's best

A CHIEF ENGINEER SAYS: . . . have been using the Fairchild Tape Recorder constantly . . . over 5000 hours now . . . practically no maintenance . . . get more work done in less time . . . optimum performance always . . . has operating features no other equipment has . . . my men work faster . . . without fatigue . . . has literally paid for itself . . . front office thinks I'm a magician!

FROM THE FRONT OFFICE: . . . tried to get along with cheaper tape recorders . . . looked good but didn't hold specs or stand up for long . . . Fairchild gives my customers better recordings . . . brings me more customers . . . can do shows now we couldn't with other recorders . . . brought in new sponsors . . . and my engineers' budget asks almost nothing for maintenance . . . how soon can we get delivery on another unit? . . . regret we didn't get the Fairchild Tape Recorder sooner!

WE HAVE FAIRCHILD TAPE RECORDERS: Columbia Records (N. Y.) • CBS-TV (N. Y. and Hollywood) • Reeves Sound Studios (N. Y.) • WJR (Detroit) • U. S. Signal Corps Photographic Center (L. I. City) • Italian Broadcasting System (Rome, Turin, Milan) • General Motors (Detroit)

CAN YOU AFFORD NOT TO OWN IT?
SEND NOW

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH STREET AND 7TH AVENUE
WHITESTONE, N. Y.

Send Bulletin TR-3 About
FAIRCHILD PROFESSIONAL TAPE RECORDERS
My Name ....
Company ....
Address ....
....

NBC Affiliates

(Continued from page 15)

reached cost. On this measurement AM can prove increased rates are more in order than any decreases."

Here is a condensed version of the confidential booklet sent to affiliates in TV cities by NBC. The last page of each booklet was specially prepared to show impact of the rate reduction on the station to which the document was sent. The condensation follows:

The NBC plan to cut evening radio rates (6-11 p.m.) in TV cities, to reflect TV's impact on radio values, proposes no rate changes in other time classifications but present ratios between evening and other rates would no longer exist in the case of affected stations.

NBC explained it had four basic principles in drafting the plan. First, NBC desired to calculate TV's effect on TV families included in the station's evening audience, rejecting the theory that all TV families should be subtracted from the radio audience.

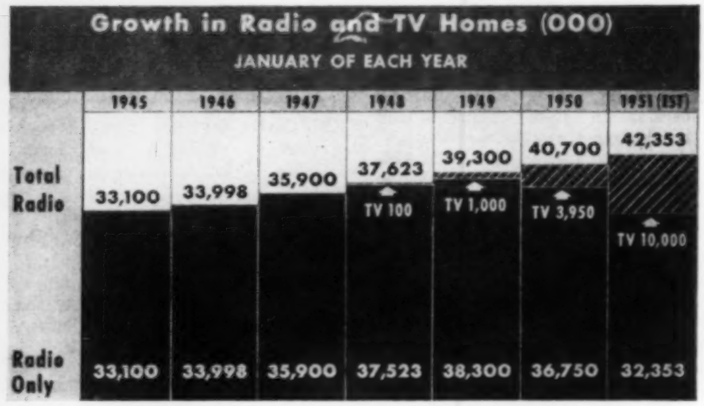
Continued Listening

Second, NBC credits the station with continued listening by TV families and rejects the theory that a TV family does no evening listening. Third, a "reasonable limit" is placed on the amount of indicated rate reductions so radio stations in TV cities can survive economically and continue rendering valuable service.

Fourth, NBC uses a prospective base for TV circulation to provide stability in the radio rate structure.

Explaining why a rate reduction is needed now, the NBC statement cites these reasons: To maintain radio network operations on a sound economic basis; to hold many important accounts in jeopardy under present rates; to break the log jam which is blocking new sales and to get sales momentum rolling.

As to the advertiser's position, NBC claims that sponsors "know that TV has caused a sharp decline in listening in metropolitan markets" and some of its clients are asking for a radio network bypassing TV cities—"which we have refused to do." Besides, rate cuts are sought by sponsors to reflect diminished listening in TV cities.



* * *

Sponsors are holding back on evening radio network buying, NBC warned, and unless rates are cut they will further curtail use of the medium. Radio-only as well as radio-TV users both feel this way, the network explains, because they don't want "to buy waste circulation in metropolitan markets."

Radio advertisers also in television, NBC notes, are watching their TV rates go up as TV circulation grows and figure this contraction of the radio audience is not reflected by a radio rate cut.

Taking up the decline in network sales, NBC argues that sponsor resistance to evening radio at present rates "is reaching the danger point and is threatening the economic stability of network radio." All networks are affected, and all have "substantial amounts of open evening time," according to NBC. Furthermore, new evening time sales have virtually dried up, the network laments.

This trend of several years is shown in charts. The first traces total evening homes listening to radio from 12,240,000 in 1946 to a peak of 14,384,000 in 1949 and down to 13,024,000 in 1950. Daytime listening rose from 6,766,000 homes in 1946 to 8,803,000 in 1949 and 8,506,000 in 1950.

Evening listening is much below the 1947 level now, according to NBC. The downward trend is even sharper on the basis of evening listening to all four networks, according to another chart, ranging from 10,894,000 homes in 1946 to 12,255,000 in 1949 and 10,771,000 in 1950.

Major part of the decline in evening listening has occurred in metropolitan markets, dropping 9.2% for the country as a whole from the beginning of 1949 to the beginning of 1950 compared to an 18.2% decline in metropolitan markets.

The trend in radio homes as compared with television homes is shown in another chart (see this page), revealing fewer radio-only homes than at the beginning of 1945.

Another chart shows that sponsors bought 199:25 hours on the four networks in 1948, 177:40 hours in 1949 and 172:20 hours in 1950 (third week of October each year). It will be even worse in 1951, the network fears.

Network 'Health' Seen

Network radio can be restored to economic health by means of full advertising support if rates are adjusted, NBC argues in a chapter titled "A Rate Adjustment to Unfreeze Network Sales." Substantial investments in improving NBC's evening programs were made in 1950, it is stated, and sales efforts "have been intensified to the maximum" along with promotion activity.

Sales will continue to drop unless evening network radio is again attractive to advertisers, in NBC's opinion. A decline would hit the quality of programming whereas a rate cut which stimulates sales will permit high-quality commercial program service "against which you can sell spots and chainbreaks," the NBC statement continues.

Normally the strong program schedule would have been sold, NBC claims. "With sales unfrozen, the network and its affiliates can receive the maximum return from NBC's improved programming, its intensified sales activity and its enlarged promotion," it is stated.

Full weight has been given to ways of avoiding a rate cut, such as curtailed TV expansion because of mobilization and the influence of excess profits taxes in enlarging advertising expenditure, NBC informed its stations. These aren't enough, NBC claims, to start the swing back to evening radio.

NBC explains in detail its method of reducing rates, estimating TV circulation as of Oct. 1, 1951. The cut in total network evening rate is 11%, compared to 15% proposed by ANA and many advertisers, based on Jan. 1, 1951, TV circulation. NBC's Oct. 1, 1951, TV figure is 13,500,000 sets in markets affected by the radio rate reduction compared to the 8,600,000 figure used by advertisers.

Advertiser-proposed cuts, in the case of certain station rates, would run as high as 35%, 45% and 55%, according to NBC, with a 25% limit on NBC's reductions.

ANA's July 1950 study, says NBC, "calculates the effect of television by subtracting all TV families in the station's area from its radio audience. The resulting percentage reduction is rounded to the next lowest 5% and applied to the station's rate to obtain the reduced rate."

NBC Illustration

Illustrating, NBC cites a hypothetical case assuming 500,000 radio families in the nighttime coverage area of Station X, with 200,000 owning TV sets and 375,000 (75% of total) listening to the station and constituting its evening BMB audience.

ANA assumes the 375,000 BMB families own all of the 200,000 TV sets and the other 125,000 own no sets, according to NBC. ANA subtracts all of the TV families from the station's BMB audience to get a percentage cut. In this case, ANA would delete 200,000 TV families from the 375,000 BMB families, getting a percentage reduction of 53.33%.

On the other hand, says NBC, it would scatter the 200,000 TV sets among the 500,000 radio families. Under this formula, the 375,000 BMB families (75% of 500,000) own 150,000 TV sets (75% of 200,000). Before subtracting the 150,000 TV families from 375,000 BMB families, NBC credits the radio station with a 25% factor representing radio listening by TV

SO IT'S IMPACT YOU WANT!

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York.
(Rep.)
5000 WATTS—NOW!

families as compared to non-TV families.

At this point NBC subtracts 75% of the 150,000 TV families from the BMB audience of Station X, or 112,000 from 375,000 families to arrive at the percentage reduction in circulation on which a rate cut is based. Thus the reduction in this case would be 30% compared to 53.33% under the ANA method.

Here are NBC's instructions on application of the method to a particular station:

> The first step in arriving at the reduced rate for your station is to determine the total radio homes in your station's nighttime coverage area and your evening BMB audience based on BMB Study No. 2. The percentage ratio between BMB families and total radio families is then applied to the total television families in your area to determine how many of these television families are included in your BMB audience, and to exclude those which are not part of your BMB audience.
>
> The television families in your BMB audience are next credited with a 25% factor for evening radio listening. The net result represents the loss in your station's BMB audience because of television.
>
> The families thus lost are deducted from your total BMB audience to obtain the percentage reduction in your evening radio circulation and this percentage is applied to your current evening rate to obtain the reduced rate. If the percentage is higher than 25%, the latter percentage is applied.

AD RATES

Still Control Exempt

EXEMPTION of radio time rates from price control still is in effect under the Defense Production Act signed into law by President Truman last September even though a national emergency has been declared by the President since that time, government spokesmen explained last week [BROADCASTING • TELECASTING, Sept. 11, 1950].

Whether this means wages can or cannot be "stabilized" in the radio industry is still unsettled and one Economic Stabilization Administration official reported ESA attorneys are studying the provisions of the Act, Public Law 774, to set an interpretation.

From an industry legal source, however, came an observation that Title IV of the law relating to price and wage stabilization specifically exempts only prices from control for radio and TV does not mention wages.

The report of the Senate Committee on Banking and Currency respecting S 3936, which with HR 9176 was basis for the Defense Production Act, indicated price and wage controls generally go hand in hand but in certain instances might be imposed separately. No examples were noted.

Exemption of advertising rates for radio and periodicals had elicited heated debate during House hearings [BROADCASTING • TELECASTING, Aug. 14, 7, 1950].

NEW SERVICE

Management Audits Offered

"MANAGEMENT Audits," a consulting service for radio-TV stations and networks, is being offered by Von Baumann Studios, New York production firm which has heretofore confined its radio-TV activities to packaging and production.

Cyril von Baumann, executive vice president, said the audits "apply practical and psychological methods, forms and charts to the study and analysis of each department—its operations and functions, plus an evaluation of the entire station personnel (from boss man down)—their duties and activities."

WALKER NAMED

Now Manager of KFPW

JAMES P. WALKER, formerly account executive with KTUL Tulsa, has been appointed manager of KFPW Fort Smith, Ark., effective today (Monday).

Mr. Walker

KFPW, which was recently acquired by KTUL [BROADCASTING • TELECASTING, Dec. 25, 1950], has become the CBS affiliate in Fort Smith. John Esau, vice president and general manager of KTUL, will supervise operations of both stations. L. A. Blust Jr. will be general sales manager for both stations, and George L. Ketcham will be general promotion manager.

Mr. Esau also announced plans for building a new broadcasting plant and studio for KFPW on a site east of Fort Smith, where the present transmitter and towers are.

KTUL and KFPW are affiliated with KOMA Oklahoma City, also a CBS outlet owned and operated by the Griffin Radio Interests.

BMI leads the parade in '51

TENNESSEE WALTZ
Published by ACUFF-ROSE PUBLICATIONS

"THE THING"
Published by HOLLIS MUSIC, INC.

FROSTY THE SNOW MAN
Published by HILL & RANGE SONGS, INC.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
New York • Chicago
Hollywood • Toronto
Montreal

Regionals

(Continued from page 32)

said: "Lessons learned by advertisers during all-too-recent World War II will eliminate much of the guesswork that marked the advertising picture in 1942 which, despite its uncertainties, showed an increase over pre-war 1941.

"After an opening quarter fraught with confusion, 1951 will be one of the biggest years for business in the history of advertising. Cheap dollars otherwise destined for excess profits tax coffers will help build brand names for many new or lesser known firms and maintain the names of already established advertisers."

Bob McRaney, general manager of Mid-South Network, Columbus, Miss., observed that the South is rapidly acquiring new industries. "Cattle growing and poultry are also contributing to the economic prosperity of the Mid-South area," he said. "We expect local business to increase and foresee greater use of radio locally and regionally as the local markets are becoming more important with television's invasion of the major markets."

Mr. Carr

Mr. McRaney

Tom Carr, sales director of Georgia Assn. of Local Stations, said: "Higher profits and higher taxes should increase advertising budgets locally, but TV may hurt network business."

W. L. Gleeson, president of Broadcasting Corp. of America, Riverside, Calif., claims advertisers who heeded newspaper claims that radio had lost its audience to TV are now returning to radio and TV is getting its audience "from all other forms of entertainment, including newspaper and magazine readers. Radio is going on to greater heights and greater sales volume. The radio industry needs to do a better job of selling itself. Set makers should be sold on using radio to sell television instead of pouring millions into media that are trying to stop both radio and television from growing."

George T. Frechette, managing director of the Wisconsin Network, said regionals "are becoming better recognized as an easy way for advertisers and agencies to cover a specific state or area. The Wisconsin Network has seen the shift to regional networks by spot advertisers during the last part of 1950 and looks to a substantial increase in revenues in 1951."

Impetus From War

Lee Jacobs, president of Oregon Trail Network, said a war crisis "will add impetus to the normal increase expected as the Northwest will be a vital area for war operations. This activity and tax dollar advertising will just about offset shortages of goods, leaving the industry with just about the same revenue as in 1950. Small market stations located in non-war activity areas will probably suffer a loss in revenues."

An unchanged healthy advertising picture in Canada for 1951 is envisioned by E. A. Weir, commercial manager, Canadian Broadcasting Corp., who does concede that there will be more pressure for daytime network time in the Dominion.

"Business can be expected to remain good; bookings on networks show business is going to remain reasonably stable," declared Mr. Weir. "Advertising for necessities will continue, and this is still basic revenue producer for radio. No definite percentages of time for commercial TV have been set up yet by CBC, and no change is expected in present FM commercial regulations."

THO' all business is shot
And the world gone to pot,
I'm thankful for what I've got,
And wish you a

Happy New Year

The Art Mosby Stations
CBS KGVO · KANA
5 KW DAY AND NITE MISSOULA
ANACONDA BUTTE 250 KW
Know montana ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

IND. MERGER

FCC Also Approves Other Transfers

FCC CLEARED the way last week for merger of the licensees of four Indiana radio stations by approving a stock reorganization plan which gives C. Bruce McConnell control of Universal Broadcasting Co., licensee of WISH Indianapolis.

Mr. McConnell owns control of WHBU Anderson, WANE Ft. Wayne, and WHOT South Bend. Under the plan approved by FCC, Universal stock will be exchanged for stock in the licensees of the three other outlets. Thus Universal will be holding company for the three others as well as the licensee of WISH [BROADCASTING • TELECASTING, Nov. 27, 1950].

The reorganization plan, which involves no monetary consideration, was one of more than a dozen transfer and assignment applications—including the complex and record-setting Don Lee Broadcasting System transactions (story page 19)—approved during the last week of 1950.

Succeeds McKinney

Mr. McConnell, who acquired 43% interest in WISH for about $151,000 a few days before the merger plan was first announced, will own 67.885% of the stock of the reorganized company. He will succeed Frank E. McKinney as president of Universal, with Mr. and Mrs. McKinney owning 10.6% of the stock. Earl H. Schmidt, substantial minority stockholder of WHBU and WHOT, will have 14.01% of the reorganized Universal, and Frank M. McHale, who has had 10% of WISH, will have 3% of the reorganized firm.

WISH operates on 1310 kc with 5 kw day and 1 kw night. WHBU WANE, and WHOT are 250 w fulltime outlets on 1240, 1450, and 1490 kc, respectively. WISH, WHBU, and WHOT are ABC affiliates, while WANE and also WHBU are affiliated with CBS.

Other transfers and assignments given FCC approval included:

WPAG-AM-FM Ann Arbor, Mich.—Acquisition of negative control by Arthur E. Greene and Edward F. Baughn through purchase of 40% interest from Paul G. Greene for $50,000.

KEPO El Paso and KWFT-AM-FM Wichita Falls, Tex.—Acquisition of control by E. H., Agnes D. and John H. Rowley and Kenyon Brown for $32,062.

WMIL Milwaukee—Acquisition of control by Gene Posner for $29,605.

★

WMGR Bainbridge, Ga.—Assignment of license from S. Marvin Griffin to Thomas R. Hansen, John A. Dowdy and Charles W. Dowdy d/b as Decatur Broadcasting Co. for $24,000.

KBKI Alice, Tex.—Assignment of 15% interest from J. H. Mayberry to George Prowse for $6,667.

KSGN Sanger, Calif.—Assignment of license from five equal partners to Radio Sanger Co. for $24,000.

KPAS Banning, Calif.—Assignment of license from Pass Broadcasting Co. to Byron-Wood Motors for $30,000.

KWBU Corpus Christi, Tex.—Assignment of special service authorization for 50 kw daytime on 1030 kc from Baylor U. to parent organization, Baptist General Convention of Texas.

Other transfers approved are reported in FCC Roundup, page 79.

4-TON SQUEEZE

Allied Gets New Presses

ALLIED RECORD Mfg. Co., Hollywood, has installed two new four-ton presses that squeeze hot slabs of plastic into 16-inch transcriptions.

Custom-built by Stewart-Bolling foundries in Cincinnati, the new equipment adds a production capacity of more than 5,000 transcriptions weekly to the batteries of presses at the Allied plant, according to Daken K. Broadhead, president.

STUDIO SITES

FCC Permits Four Change

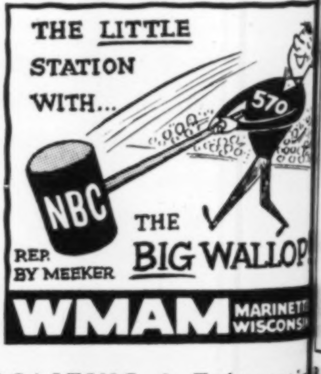
FOUR studio location changes were approved by FCC last week in lin with the Commission's early December announcement liberalizing its main studio site rules [BROADCASTING • TELECASTING, Dec. 11 1950].

WHFC Cicero, Ill., since 192 with main studios at 6138 Cerma Rd., Cicero, was granted modifica tion of license to switch the sit to that of its transmitter, 355 South Kedzie Ave., Chicago, wit the provision it continue to identif itself as a Cicero station. FC noted Cicero is in the center o metropolitan Chicago.

KXOA Sacramento, Calif., wa granted move of its main studi from 1617 30th St. to its transmit ter site, 1.4 miles north of the cit on the Freeway.

KOBK Owatonna, Minn., wa permitted to move from 109 North Cedar St. to its transmitte at ⅝ mile east of the city on Sta Aid Rd. No. 4.

WLWA (FM) Cincinnati w granted move of its main stud from Crosley Square, 140 West 9 St., to the FM transmitter site southeast corner of Warner a Chickasaw Sts.



LOYALTY OATHS

CBS Questioned by ALA

REACTING to the CBS "loyalty questionnaires" [BROADCASTING • TELECASTING, Dec. 25, 1950], Authors League of America last week asked Joseph H. Ream, vice president, for assurances that employes' "rights under law" will not be "curtailed or disturbed," and that innocent individuals' reputations "will in no instance and no way be damaged by your questionnaire or by any use that is made of it."

Saying that "if the kind of personal liberties which are defined in the First Ten Amendments to the Constitution are ever lost, the democracy we wish to defend will have been lost," the league letter went on to list five "conclusions" as to the CBS order, as follows:

1. It (CBS' order) establishes the principle that a writer's employment may depend upon his politics. The Authors League has always taken the view that a writer's employment should depend upon his writings. We fully understand that under wartime conditions precautions have to be taken, especially in the field of communications, against subversion and sabotage, and that the move by CBS has been taken in the name of such precautions. Nevertheless, we deplore the principle that the hiring or firing of a writer should be decided by his politics, without recourse to the proper channels for security against subversion already established and now being extended by the United States government. Your technique goes outside and beyond these channels and arrogates to one corporation a type of function which has traditionally belonged to the federal government. Unless and until this power is delegated to private corporations in a legal and orderly manner, it seems to us improper for a single company haphazardly to take it.

2. The CBS questionnaire is more likely to condemn the loyal unjustly than to discover the disloyal. In days of hysteria like these, the mere hint that a man has ever had Communistic connections may damage his earning power indefinitely. No safeguards against this happening to those who are loyal have been announced by CBS. A fundamental safeguard, it seems to us, would be a guarantee not to deprive a writer of his job on any ground except incompetence without a hearing.

3. The questionnaire is not flexible; it does not take into account the passage of time. In checking all present and past affiliations, it equates for instance, the period of the Nazi-Soviet pact with the period when the United States, Great Britain, and Soviet Russia were wartime allies; and both those periods with the present time. Majority opinion and the national interest have shifted with the times; your questionnaire makes no acknowledgment of that facet. Nor does it admit that men may change their minds.

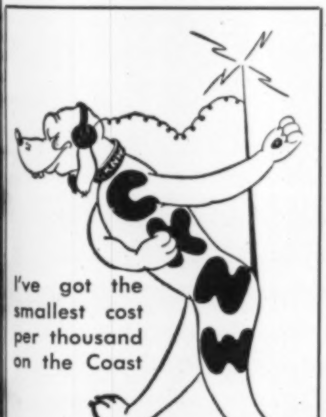
4. The questionnaire seems to us negative in intent and in effect. It asks a writer to prove his loyalty to the United States by denying that he has ever belonged to certain organizations. As only a positive loyalty can be of value to the nation, so only an affirmative means of determining it—and of inspiring it—can be justified as being of any use.

5. We have serious doubts as to the effectiveness of your method. If a man is dedicated to the overthrow of a form of government and a society, why should he think twice about lying to a corporation?

The letter, which was signed by Oscar Hammerstein II, league president; John Hersey, vice president; and Erik Barnouw, secretary, went on to say that the league felt that its members employed by CBS were entitled to assurance that their rights under law would not be curtailed, and that "those among them who are affirmatively loyal to their country and to its traditions of freedom of conscience are entitled to assurance from you that their individual reputations will in no instance and in no way be damaged by your questionnaire or by any use that is made of it."

RTDG Investigating

Meantime, a committee of the Radio & Television Directors Guild is investigating the question. RTDG has requested Mr. Ream to postpone application of the order until Jan. 4, when the RTDG New York local council will meet, hear the committee's report, and, presumably, act.


C
K
N
W
I've got the smallest cost per thousand on the Coast
TOP DOG!

Tax Status

(Continued from page 24)

porations would have to figure on a certain fixed percentage of expenditure for advertising over the period of years the tax is in effect.

Although there has been agitation behind-the-scenes in Congress and in certain administration quarters for lawmaking to restrict institutional advertising as a deductible expense, it is understood that the Bureau of Internal Revenue will use its discretion in determining what, in its opinion, is "unnecessary" or "extraordinary" advertising expense.

It has been pointed out that the the main difficulty in phrasing language in any bill to benefit the radio-TV industry is the inherent problem of corporate structure. At least 80% of corporations engaged in television broadcasting combine radio and television income. Thus, a good many broadcasters have been writing off TV *losses* against radio *profits*. The rub in the practice is that this balancing brings the broadcasters' profits base to a lower level and thus, when TV becomes profitable, would subject an abnormal amount to an excess profits tax.

The profits bill has two main optional "formulas" for determining excess profits, one geared to a corporation's earnings in a base period and the other to its invested capital.

The wartime act contained a general relief provision for hardship cases but because of the difficulty met by the government in administering it, a number of specific provisions were substituted in the new profits bill.

These include measures to aid those corporations whose operations permit them to come under the general classifications of (1) growing companies, (2) new corporations, (3) corporations which increased capacity, (4) depressed industries.

Specific portions of the bill which could affect the broadcaster directly involve the following: (1) recognition of capital additons during the base period (e.g. TV broadcasters who began with limited investment in small quantity of equipment and who added their investment many times over); (2) consideration of abnormalities during the base period; (3) permission of a 12% rate of return on invested capital (perhaps the most far-reaching for the radio-TV operator); (4) adjustments of recent losses; (5) consideration of capital borrowed; (6) special relief for corporations changing products or services during the base period; or for new corporation products.

A major aid for the broadcaster is that provision which affects most corporations that began business during or after the base period. It permits such a company to compute its excess profits credit by applying the average base period rate of return for his industry to the amount of his total assets.

Retardation Cited

NAB, when appearing before Congressional committees hearing the tax proposal, emphasized that the broadcasting industry would be retarded if the "rate of industry return" was computed by lumping together radio and television operation with the broad field of communications. This would have placed broadcasting with the vast public utilities operating in the area.

However, the conferees agreed to treat radio, television and facsimile operation as a single industry group thus alleviating the inequity. NAB reportedly was particularly pleased with this action.

This interpretation becomes vital when it is understood that the lawmakers provide that a corporation, without a previous earning base period, would have to attain the average rate of return for its industry classification before the excess profits tax is effective.

The Treasury Dept. has set March 1 as the tentative date when it will issue the yearly base period rates of returns for the various industry classifications. Meanwhile, the average industry rate or return as computed from the years already available will be used temporarily.

Executive Placement

EXECUTIVE Placement Service has been formed by Howard S. Frazier, TV and radio management consultants, with offices in the Bond Bldg., Washington. The new project expands an employment service, formerly available to clients, to include executive applicants. The service is licensed and bonded by the District of Columbia. Mr. Frazier for some years was associated with the management consultant firm of Frazier & Peter.

Keeps You In Front In Utah
KDYL
NBC Network
SALT LAKE CITY, UTAH
National Representative: John Blair & Co.

Electronic Production

(Continued from page 21)

parts to use next March 75% of their average use during the Jan.-June 1950 base period—thus increasing civilian supply by 10%.

The government said the increase was designed to "give relief to certain manufacturers and assemblers of end products . . . to maintain production and to permit additional time for adoption of substitute materials." Conditions laid down by NPA: (1) the components must serve a "functional purpose in the end product"; (2) it is not practicable to "substitute another material before or during March;" (3) components do not exceed 1% of the end product's total weight; (4) parts manufacturers must obtain certification from the assembler of the end product stating NPA terms were complied with.

Cadmium Conservation

- Took steps to conserve cadmium (used frequently to plate steel chassis in radio-TV sets) by limiting cadmium inventories to 30 days and its use to certain products, including "copper-base alloys containing not more than 1¼% cadmium for parts inside electronic tubes and resistance welding electrodes . . . safety devices, electrical fuses . . ."
- Discussed with industry officials the impact of NPA restrictions on use of copper in manufacture of low-voltage electrical distributing equipment needs for expanded industrial production.
- Established a Facilities and Construction Bureau designed to speed up industrial expansion needed for defense and to expedite related defense construction, with Frank R. Creedon as assistant administrator supervising functions relating to building of new facilities. Mr. Creedon set up five divisions governing industrial expansion, tax amortization, loans, building materials and construction controls.
- Brought under its complete control purchase and distribution of all natural rubber.

WANE Fort Wayne, Ind., has announced five one-hour programs, featuring final rehearsals of the Fort Wayne Philharmonic Orchestra conducted by Igor Buketoff, sponsored by Magnavox.

MILITARY NEEDS

Can Be Met—Baker

MILITARY requirements can be adequately met by the electronics industry if it is permitted to convert to defense on a sound basis partly in line with its own expansion plans, according to Dr. W. R. G. Baker, General Electric vice president and general manager of the company's Electronics Dept.

"One of the major concerns," Dr. Baker stated, however, "is that trained electronics workers would scatter into other fields if there should be a sharp curtailment of television and radio output before production lines for military equipment could be placed in operation."

Contending that a part of physical facilities necessary for military production will be provided under present "expansion plans" within the industry, Dr. Baker noted that GE's electronics department has embarked on a long-range program to include expansion of facilities relating to manufacture of parts, components or products that can be used in defense output. One of GE's three new plants can be readily converted to military use, he added.

A major critical shortage foreseen by Dr. Baker is the number of experienced electronic engineers capable of designing and improving guided missile, radar, communications and electronic fire control equipment.

WORLD RATE PLAN

Will 'Hold Line,' Sinn Says

WORLD Broadcasting System Inc. will "hold the line on rates at their current level as long as possible," according to John L. Sinn, president.

In a letter to the World member affiliates, Mr. Sinn cited the recently completed negotiations between world and AFRA which resulted in an average cost increase for AFRA talent of 175%, but reassured the affiliates that World would not increase its rates as long as it was possible to retain the present structure. He added that the stations will continue to receive all the new commercial ideas for sale of the programs.

Don Lee Sale

(Continued from page 19)

Francisco, KGB San Diego.

CBS—KTSL.

Los Angeles Times—KTTV (100%).

Mr. Dellar—KDB.

First National Bank of Akron (as trustee)—The estimated $2 million-plus Don Lee studio building in Los Angeles (leased to CBS and Lee Enterprises), Don Lee's Mt. Wilson and Mt. Lee TV properties (leased to CBS), and other real properties.

FCC meanwhile dismissed as "premature" a petition filed by Oilman Edwin W. Pauley's Television California seeking return of TV Channel 2 to the long-standing competitive proceeding involving San Francisco TV applications [BROADCASTING • TELECASTING, Dec. 18, 1950]. Don Lee's application for Channel 2 in San Francisco had been severed from the comparative proceeding and associated with Don Lee renewal applications, when the renewals were pending.

Applicant Only

The renewals were subsequently granted, and FCC pointed out in last week's order that "Don Lee's status with respect to the television application in question is simply that of an applicant."

FCC said it has no information as to whether Don Lee, under General Tire ownership, will wish to continue with the San Francisco TV application.

To Television California's suggestion that details of the sale of KTSL to CBS imply that "trafficking in licenses" may be involved, the Commission replied that "we find nothing suggesting the activities of a promoter or broker but rather of the orderly distribution of an estate. Hence, we are satisfied that no problem of trafficking is present."

Under General Tire ownership, the Don Lee Network and its owned stations are expected to be under the executive management of Willet H. Brown, now Don Lee president. Licenses of the stations will remain in the name of Don Lee Broadcasting System.

Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, will be general manager of KTSL under CBS ownership. KTSL will be Columbia's second fully owned TV station, the network already owning WCBS-TV New York, in addition to a 45% interest in WTOP-TV Washington.

The lease arrangements in the Don Lee transactions provide for CBS to rent space in the Los Angeles Vine St. studio building for 10 years at a total rental of $2,550,000 and to lease the Mt. Wilson and Mt. Lee television properties for 20 years at $460,000 total rental.

CBS gets the right to renew the Mt. Wilson and Mt. Lee leases for another 20 years, and would be permitted to buy the Mt. Wilson property after the first 11 years of the lease for $137,000 with certain minor conditions.

Don Lee (General Tire) also will lease space in the Vine St. building, under a 10-year agreement totaling $2,550,000. Certain other real properties are to be made available to Don Lee on a 10-year rental basis for a total of $930,000.

With General Tire acquiring more than $5 million in cash and quick assets in its purchase of the Lee Estate, and with certain other properties yet to be liquidated, the company's actual outlay would be approximately $6 million for the estate.

Comr. Paul A. Walker voted for hearing on two aspects of the Don Lee transaction—assignment of the KTSL construction permit to CBS, and the transfer of control of the Don Lee AM and FM properties from the bank as trustee to General Tire.

The reported $450,000 sale price of CBS's 49% interest in KTTV to the *Los Angeles Times* was understood to be premised on a ceiling of $25,000 in monthly losses from April, plus certain fixed items.

FCC's action brought this phase of the transactions just under the wire, since the CBS-KTTV contract was slated to expire Dec. 31. KTTV's operations are understood to have entered the black in October.

On the bidding for the Lee Estate, General Tire topped Hoffman Radio & Television Corp. and associates on the second round by increasing its offer to $12,320,000 after the Hoffman group made the high bid on the first round, $11,200.000 to $10,525,000.

General Tire was represented by the Washington law firm of Pierson & Ball.

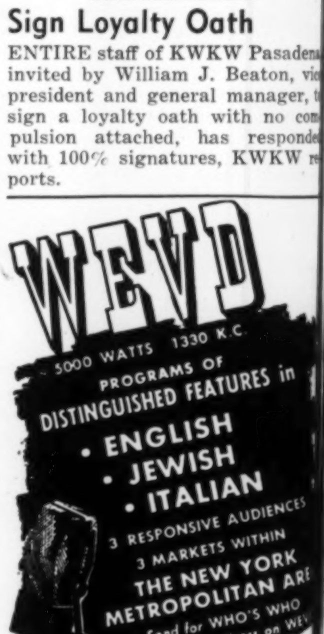
Sign Loyalty Oath

ENTIRE staff of KWKW Pasadena invited by William J. Beaton, vice president and general manager, to sign a loyalty oath with no compulsion attached, has responded with 100% signatures, KWKW reports.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA



WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN ARE
Send for WHO'S WHO
Among Advertisers on WE
WEVD
117-119 W. 46
HENRY GREENFIELD, Mg. Director N.Y.19

P. I. Offers Mount

(Continued from page 24)

Penny, of the agency's radio department, said the station would receive 25 cents net on each order for Nun-Lint cloths.

Hollywood Toy Television Corp., Chicago, offered TV stations a per inquiry deal in December which it said had been tested on three stations with results that "amazed" the company. The item is a "toy television set" selling in stores for $9.95 and specially promoted by TV for $5.98. Of this sum the station gets $2 net. The toy shows six-minute movies on a 3x4-inch screen. It is motor driven. A suggested announcement is three pages long, with video cues provided.

Stockings $3.50 @ Doz.

Twelve pairs of "beautiful sheer nylon hose" are sold for $3.50 in an offer by Gateway Sales Inc., Atlanta. The station gets 75 cents per order. A money-back guarantee is included. J. B. Brannon, of Gateway, in a letter to stations, wrote: "Our firm has been selling bargain merchandise by mail for several years. We are now, for the first time entering into sales through the medium of radio. . . . At present this offer is being handled by all of the stations comprising the Southeastern Broadcasting System."

Many stations received a form letter from The Netherlands Information Bureau, Holland, Mich., which "is pleased to announce that it has available a new transcribed radio series, *This Is Holland*, composed of 13 features about life in the Netherlands with each program designed for a 15-minute spot." Discs may be secured "free of charge" by mailing an enclosed post card.

Another offer of free transcriptions came from *Pathfinder* magazine, via a letter signed by Gretta Baker, radio consultant, New York. Writing to program directors, she said: "One of the pleasantest parts of my 14 years in radio has been the friendly contact with program directors, like you in radio stations all over the country. . . . Now I am proud to tell you of a distinguished new series of public service programs that I shall write and produce for your special benefit. . . .

"The programs will be based on articles of lasting interest in *Pathfinder*. . . . Sixteen-inch transcriptions will be made available to you without charge as a public service. The only reference to the magazine will be a brief statement saying that 'the story is based on an article in *Pathfinder*, the family news magazine'. . . . At a later date a list of stations carrying these programs will be published in *Pathfinder*. I hope your station will be on that list."

OFFER to send toys to Children's Home upon receipt of Butter-Nut Coffee strips and jar labels was broadcast by News Editor Bob Arthur of KFH-AM-FM Wichita, Kan., on his noon newscast for Butter-Nut coffee, with these overwhelming results—16,000 replies, a tired news editor, a merry Christmas for some youngsters and a happy sponsor.

Ludy Reply

Ben Ludy, general manager of WIBW-AM-FM Topeka, Kan., wrote Miss Baker as follows:

> I have read with interest your letter and the suggested 15-minute scripts plugging *Pathfinder* magazine. For your information I am attaching our rate card, which will give you complete details as to our time charges.
>
> I could not under any circumstances construe such a transcribed show as a public service. I am sure that you would not expect Milton Cross, the professional actors, or the transcribing company to do their work without charge.
>
> I am sure that you will find that all well-accepted radio stations will feel as I do in the matter.

Joseph Maxfield Co., Providence, R. I., agency, submits a P. I. offer of an assortment of textiles for $1.95 a bundle. The station gets 50 cents per order, less 15% agency discount. Client is Quality Patch Co., which "has been advertising for several years in many national publications and has received excellent results."

Schwab & Beatty, New York agency, submitted a late autumn P. I. campaign for a $1.50 book, *Your Income Tax*. Stations were offered 75 cents per copy, commissionable. "The last time there was a big increase in income-tax rates, 100 radio stations shared in $250,000 of revenue," according to George F. Perkins, agency radio director.

Two offers are submitted by B. D. Ritholz, of Dr. Ritholz & Sons Co., Chicago. The first (Clark Optical Co.) is a pair of eye glasses. "Save up to $15." the offer says. "Test your eyes at home with our home eye tester. See far and near." The company pays 50 cents per inquiry.

Second offer by Dr. Ritholz & Sons Co. covers a "beauty device" (Midwest International Products Co.) and pays $2 per COD or cash in advance order. The device is called "The Isotome Method for Beauty," and is described as an "amazing new discovery for wrinkles, blackheads, enlarged pores, muddy sallow complexion, dry or oily skin, other skin blemishes." It attaches to any water faucet. References given by Dr. Ritholz & Sons Co. are Dun & Bradstreet and National Security Bank of Chicago.

Radio & TV Sales Promotion, Chicago, has had "considerable success" in distributing quick-selling P. I. items, according to a letter by Nicholas F. Acacio. Stations are asked to "advise us on what percentage you operate and the method in which you control all orders." A typical offer, the letter indicates, is Kwik Trim hair trimmer for $1, including free blades.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

JACKPOT FIGHT

Court To Choose CBS Winner

SUPERIOR Court in Boston has issued a temporary injunction restraining CBS from awarding jackpot prizes totaling about $16,000, in cash ($6,000) and merchandise ($10,000), until the court has determined who answered the jackpot question, on the network's *Sing It Again* show Dec. 16.

A telephone call was put through from CBS to Rocco Rotondi, owner of a pastry shop in Boston, at his store. When the questions were answered correctly, the network announced that Mr. Rotondi had won the prizes. Then William de Marco went into court, claiming that he was in the store at the time of the call and that he, not Mr. Rotondi, answered the questions and that he, not Mr. Rotondi, should get the prizes. The court issued the restraining order and CBS is keeping the money and merchandise until the winner has been certified.

RICHARDS CASE

FCC Counsel Granted Time

FCC last week granted its General Counsel's appeal for additional time to answer G. A. (Dick) Richards' petition asking FCC to reconsider and grant his three stations' renewal applications, or alternatively, to decide the issue on the basis of their performance since their last regular renewals.

At the same time—six days after the hearing on Mr. Richards' news policies was ended—the Commission dismissed as "moot" a Richards appeal from the hearing examiner's refusal to recess the hearing until FCC handed down a decision on the petition in question.

The Commission allowed General Counsel Benedict P. Cottone until Jan. 12 to file his answer to the Richards petition. His request for additional time had been denied by a motions commissioner earlier.

The case—on which hangs the fate of Mr. Richards' KMPC Los Angeles, WJR Detroit, and WGAR Cleveland—involves charges that the station owner ordered newsmen to slant newscasts according to his own political, social, and economic beliefs.

The hearing, held in Los Angeles and Detroit, consumed 114 days and included 18,000 pages of testimony by some 275 witnesses, with 1,200 exhibits. It was held before FCC Examiner James D. Cunningham, who said he expected to hand down a decision in about six months [BROADCASTING • TELECASTING, Dec. 25, 1950]. Attorneys for FCC and Mr. Richards were given 90 days in which to file their respective versions of what the "findings of fact" should contain.

Would Deny KFGF Bid

KFGF Fremont, Neb., would be denied increase in power from 100 w to 250 w, operating fulltime on 1340 kc, according to initial decision reported by FCC last week. Hearing Examiner Hugh B. Hutchison found KFGF already covers Fremont with primary service and the requested power increase would cause interference to other stations.

WASHINGTON
OREGON

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON

KGW

ON THE EFFICIENT 620 FREQUENCY
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Broadcasters Optimistic

(Continued from page 26)

ing. What with the freeze . . . there will be continued shortages of time availabilities for both spots and programs in many markets. . . . The majority of our clients are established television users, who come back repeatedly for new film. This will be the hard core of our business during the coming year. . . . We still expect an increase in business in '51 over '50, but nowhere near the increase we would contemplate were it not for the state of the nation."

Norman C. Lindquist, television director, Atlas Film Corp., Chicago:

"We anticipate a lot more television commercial production, and have added extensively to our facilities. . . . Because of the economic emergency, however, we have already seen a hesitancy on the part of management to plan long-range advertising campaigns. . . . They are cautious about going into any large-scale commercial or promotion ventures because of cutbacks and drastic reductions in materials available for civilian use. . . . We think that the entire TV film production business will be unionized. Such organization would stabilize the entire price line of the industry and eliminate the present practices of undercutting. Organized producers cannot compete. price-wise, with nonunion shops."

Campbell View

Jerry Campbell, president, Campbell-Cahill, Chicago film producers:

"In spite of the world situation, I look for 1951 to be a much bigger television year than even 1950, which was tremendous. When the public takes to something in the manner in which it has taken to television, it puts advertisers in an enviable position which for years has been their goal, and has never been realized until now. . . . I look for excess profits to be literally poured into television, which will provide even greater stimulation. Of course I don't have to point out the importance of television film to anyone who has had even the most remote experience in the medium."

Dr. Allen B. DuMont, president of Allen B. DuMont Labs Inc., said television will contribute to the national emergency effort in 1951 "like all American industry." Production figures will have to be cut drastically, he said, but "the full impact of the defense effort will not be felt until spring or early summer."

Production Off

Dr. DuMont estimated that production would be off at least 25% from the September-October period when TV receivers were coming off the production lines at the rate of 9 million a year. Moderately higher consumer prices were seen because of "increasing costs of essential materials and shortages of component parts." But Dr. DuMont added, "That picture is changing so fast that it is impossible to say when price raises are coming or what they will be."

The color TV question has been thrown into a "state of complete confusion," according to Dr. DuMont, and it will take "considerable time to settle (the) question." He continued: "The color question for 1951 will be mostly an academic one." Dr. DuMont expressed hope that the freeze on TV stations would be lifted in 1951, stating that such action "will do much to increase the demand for sets." However, he concluded, though every manufacturer would like to make more sets in 1951, "the important thing right now is to make sure our defenses are strong. . . . Events of the past few weeks have made it clear that if we don't increase our nation's strength, we very soon won't have a nation."

"Total sales figures for the rubber industry in 1951 will almost certainly reach record high levels" declared J. P. Seiberling, president, Seiberling Rubber Co., Akron. Reviewing tire manufacturers' record shipments of 103 million units during 1950, Mr. Seiberling forecast that the rubber industry's total output of civilian tires will be slightly lower in 1951. He pointed to one big question that faces the rubber industry: "Will there be full-scale war?"

Trevor Evans, radio director of Pacific National Advertising Agency, said his agency will spend more on radio in 1951 with a definite increase indicated for network expenditures. As for television, Mr. Evans estimated a 10% increase with most of that going for spot TV. Radio will not suffer from the increased TV budgeting at Pacific, Mr. Evans indicated. Magazine advertising will be decreased, he said.

George J. Kerrigan, vice president of Tel Ra Productions, Philadelphia and New York, sees a bigger revenue year for television in 1951, estimating a general business increase of 50%. "Should the war crisis increase," Mr. Kerrigan stated, "I believe rationing and government needs for steel and electronic equipment will curtail the advertising budgets of TV's largest advertisers—the appliance and automotive industries, thus affecting programming to some degree. But 1951 should see other advertisers such as food, drug, (and) clothing expand their budgets both nationally and locally."

Sylvania Electric Products Inc. sales volume for 1950 in excess of $150 million, representing an increase over 1949 of more than 50%, and a carry-over of nearly $70 million in unfilled orders, was reported by Don G. Mitchell, president, in his annual statement and forecast.

Business for the full year of 1951 will be "considerably more" than that for 1950, he predicted, despite reduced production expected to follow critical material restrictions, and the lag between defense orders and resultant production. A search has begun for substitute materials in company laboratories, he said.

Film Shortage

Louis W. Kellman, News Reel Laboratory, Philadelphia, producers of TV film shows, and spots, feels that his firm might be hampered in 1951 in supplying TV package shows because "a shortage of positive film for the duplicate prints has arisen" putting the firm on an allotment basis "which recently has been as low as 25% of our original orders." Mr. Kellman feels that "expenses are going to increase. . . . We expect to pay more money in 1951 for production than we did in 1950."

Paul Thompson, Thompson Film Services, Seattle, believes that "1951 looks like a good year for the producer of commercial motion pictures." Unless raw film stock is restricted, which Mr. Thompson does not think likely, he feels that "present developments should aid, rather than retard, the use of motion pictures for sales promotion, education of new employes, and TV." He feels that the demand for good commercial films for TV already "exceeds the supply," and he observes that some stations are "talking about setting up their own producing units in an effort to fill some of the need for filmed programs."

NEW AWB GROUP

Meets April 6-8

FIRST meeting of a new trade association for women, succeeding the Assn. of Women Broadcasters, will be held April 6-8 at the Hotel Astor, New York.

Known as American Women in Radio & Television Inc., the new association is temporarily headed by Dorothy Spicer, of Minneapolis. Miss Spicer becomes acting director Jan. 1 and will serve until the April convention.

Details of the association's format were drafted at a Dec. 16 meeting of a steering committee headed by Doris Corwith, NBC New York.

Law is Chairman

Chairman of the AWRT Steering Committee is Agnes Law, CBS New York. Temporary headquarters will be maintained at NAB headquarters in Washington.

Bette Doolittle, acting secretary of AWB, is aiding the new association in a temporary advisory capacity. Miss Doolittle has been named assistant to Charles A. Batson, NAB television director.

Permanent officers will be named at the April convention. Effective Jan. 1 the following committees will operate until the convention:

CONSTITUTION AND BY-LAWS: Geraldine Zorbaugh, ABC, chairman; Eleanor Sanger, WQXR New York; Ruth Crane, WMAL Washington; Harriet Sabine, Can Mfrs. Institute.

CODE: Linnea Nelson, J. Walter Thompson Co., chairman; Dorothy Kamble, MBS; Mary Wilson, WTTM Trenton, N. J.; Dorothy Fuller, WBET Brockton, Mass.

ACTIVITIES: Evadna Hammersley, KOA Denver, chairman; Anne Hayes, KOMO Seattle; Marie Houlahan, WEEI Boston.

FINANCE: Betty McCall, WCAO Baltimore, chairman; Hazel Markel, WTOP Washington; Elizabeth Marshall, WBEZ Chicago.

MEMBERSHIP: Doris Murphy, KMA Shenandoah, Iowa, chairman; rest of committee comprises remaining 16 district chairmen.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI
BILOXI MISSISSIPPI
Serving the Entire Mississippi Gulf Coast
1000 WATTS • 570 KILOCYCLES

WDRC
CONNECTICUT'S PIONEER BROADCASTER

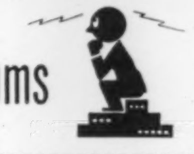
$140,658,000 In Food Sales*

Food advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

* *Sales Management's Figure for Hartford Metropolitan Area*

CBS

programs promotion premiums



BASKETBALL GAME

WIOU Kokomo, Ind., staffers and *Kokomo Tribune* members challanged Kokomo High School coaching staff to benefit basketball game to help local hospital nursing home building fund. Contest, under direction of WIOU Sports Director Rick Weaver, was played in Memorial Gym. To delight of 7,000 fans, lopsided game (which both teams claimed as victory) brought total of $337 into fund.

INTERVIEW TWIST

WTAG Worcester, Mass., *Morning Parade*. M.C. John Wrisley is using new twist to interview musical personalities who arrive in Worcester. Recorded interviews are cut into five or six short takes and Mr. Wrisley uses one each morning on his daily show. Each one ends with lead-in for stars record, which is played on show.

PROGRAM BROCHURE

BOWLES & Co., national representative, and directors of Radio Sales Network, sending complete brochures to affiliate stations. Brochure describes programming and functions of network.

NEW MUSIC SHOW

WCFM (FM) Washington, *The Inside of Music*, Thurs., 9:30 p.m., starts Jan. 4. Richard Bales, director of music at National Gallery of Art and conductor of National Gallery Orchestra will act as m.c. He will give comments and information on music featured on show. Mr. Bales formerly conducted series on WOL Washington in 1946-47.

TIME FOR SALES

CKXL Calgary sending hour-glass style egg timers to local druggists to draw attention to sponsored evening newscast (proprietary). Timer, mounted on card, is mailed in carton of sponsored medicine.

NEW MAP CALENDARS

WLAW Lawrence, Mass., mailing maps to trade and advertisers, starting 1951 promotion. Calendar (42x32") features map of nation in color in upper half, with lower half devoted to calendar. Site of station is circled on map with arrow pointing to it and reproduction of radio tower directly under it.

* * *

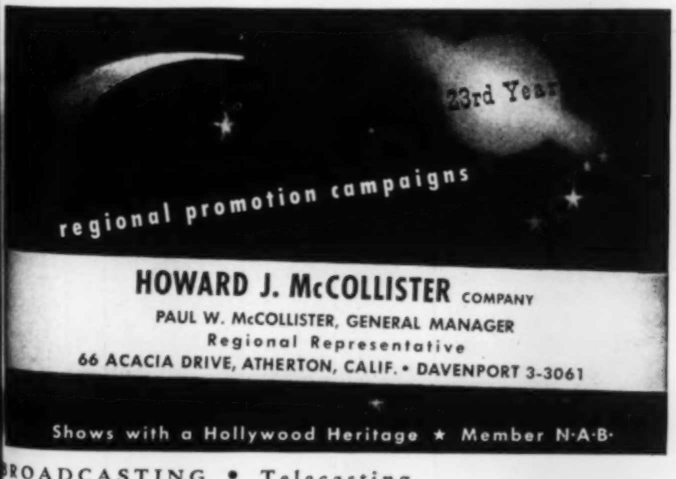
OPERATION THING

WHIZ Zanesville, Ohio, in cooperation with Junior Chamber of Commerce launched "Operation Thing" to help needy people of city. During seven hours of broadcasting, calls were received from listeners offering different things for drive. Twenty radio-equipped Jaycee cars stood by in different parts of city to pickup gifts. Phil Harris, who made "The Thing" a hit tune, was interviewed via telephone. Idea for program was picked up from "Things for Kids" drive inaugurated by Mr. Harris on his NBC show.

* * *

OVERSEAS GREETINGS

ARMED FORCES Radio station in southern Japan has started *Hometown Mailbag*, sending greetings to men overseas from back home. Sgt. Leland Ray Briem, who emcees show, sends greetings and songs requested from people back home. He asked men in Korea to write home and tell families about program, urging them to write station for requests. AFR reports show is top morale builder.



23rd Year

regional promotion campaigns

HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061

Shows with a Hollywood Heritage ★ Member N·A·B·

QUICK WORK

KCOH Houston, through quick work, averted shutdown by fire that burned through telephone cables linking studios with transmitter. Crew of announcers, operators and program personnel took records to transmitter, and resumed operations from there. They had only one turntable and used other makeshift equipment.

NEW FLASHCAST

WSUN Charleston, S. C., has inaugurated new flashcast sign and also has signed 36 co-sponsors who will have their copy and slogans displayed every hour with latest news. Gov. Strom Thurmond and other noted guests attended dedication ceremony. Sign was built by Trans-Lux News-Sign Corp., N. Y.

NEW PUBLICATION

FIRST ISSUE of "WBBM Showman" has been released by station to agencies and clients by Promotion Manager Dave Kimble. Four-piece color brochure, fronted with season's greetings and picture of Wrigley Bldg. at night, contains boiled-down lead stories appearing in trade press, few gags and short items about agency personnel changes. "Showman" will be released monthly.

TEAR SHEET ON COLOR

RCA sending to trade tear sheet of stories appearing in newspapers, magazines and trade journals dealing with color television and court decision. Stories deal with RCA's color system and reports it has received in press. Attached is note from RCA President Frank Folsom.

SMART PROMOTION PIECE

WFAA Dallas sending promotion piece to trade and advertisers headed "They all BUY for BENELL." Piece cites Julie Benell shows on AM and TV and her selling power. Folder also has pictures of guests that have been on her shows and pictures from shows.

'MORE EARS'

KNBC San Francisco sending mailing piece to advertisers entitled "It's *ears* ahead." Title is printed in red on white cover. Inside points up KNBC's wide coverage in big market and increase in population in area.

VIEWS OF THE PEOPLE

WRFD Worthington, Ohio, *Opinion*, 1 p.m. listeners were asked to send opinions on Korean situation for broadcast. Station reported that replies, from 88 counties, ranged from "Blow 'em up" to "Let's stop using bullets and get back to the Bible." Bill Arthurs used excerpts from 150 different letters during show Dec. 25. He also gave roundup of Ohio public opinion concerning present world crisis.

APPOINT SMITH

Heads New AFA Committee

RALPH SMITH, executive vice president of Duane Jones Co. Inc., has been appointed chairman of a committee of 12 advertising men to create a new version of the Advertising Federation of America's campaign for public understanding of advertising. The campaign will be geared to the newly mobilized economy.

Other members of the committee will be:

Norman Boggs, general manager, WMCA New York; Eugene S. Thomas, manager, WOR-TV New York; P. J. Everest, managing director, National Assn. of Transportation Advertising; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Otto Kleppner, president, Otto Kleppner Agency; Anthony LaSala, production manager, Geyer, Newell & Ganger; Harold V. Manzer, business manager, Worcester *Telegram & Gazette*; Albert L. Morse, vice president, Goodall Fabrics; C. A. Phillips, advertising manager, Cluett, Peabody & Co.; Everett R. Smith, research director, Macfadden Publications, and Art Stein, promotion manager, *Newsweek*.

Moves Transmitter

WJZ-FM New York has moved its transmitter to the top of the the Empire State Bldg., New York, and resumed permanent service interrupted by the storm, Dec. 29. Transmitter was formerly located in Lodi, N. J.

LANG-WORTH
FEATURE PROGRAMS
SELL
FOOD PRODUCTS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

allied arts

DON C. McNAMARA, director of TV Telefilm Inc., Hollywood, to vice president Dudley Pictures Corp. and newly formed Dudley Television Corp., same city.

NEW SYRACUSE, N. Y., Local 825, Television Broadcasting Studio Employes, of International Alliance of Stage Employes and Moving Picture Machine Operators, announces election of following officers: **HENRY CRONIN**, president; **WILLIAM M. CLEARY**, vice president; **E. PAUL WILEY**, financial secretary-treasurer; **IRVING G. WELSTED**, secretary; and **MORTIMER I. SKOLER**, business agent. International representative **JOSEPH D. BASSON** installed charter.

ALBERT W. BATES, head of editorial department Whitaker & Baxter, Chicago, appointed account executive Hill & Knowlton, N. Y. (public relations).

NATIONAL REGISTER Publishing Co., N. Y. (Standard Advertising Register), moves to larger offices in Bush Bldg., 130 W. 42d Street, N. Y. 18.

JOHN KNEUBUHL signed by Wilkins-Gooden TV Productions, Hollywood, as writer for *Jonathan Story* on KNBH (TV) Hollywood.

Technical . . .

ROBERT PIERCE, engineer WNBQ (TV) Chicago, father of girl, Nancy, Dec. 16.

GERALD D. JOHNSON, staff engineer WTWN St. Johnsbury, Vt., appointed chief engineer.

LORNE BAKER to CBG Gander, Newfoundland, as operator.

JIMMY RILEY, engineer WLAW Lawrence, Mass., father of boy.

Equipment . . .

CREST TRANSFORMER Corp., Chicago (transformers and electronics), announces addition of **G. G. Willison** Co., Houston, Tex., as representive for Louisiana and Texas.

JOHN F. RIDER Publisher Inc., N. Y., announces new Rider Volume XXI will be available to organization distributors in January. Volume in AM-FM series contains data on servicing, information on AM-FM radios, auto radios, record changers, tuners and disc and tape recorders.

PHILCO Corp., Phila., accessory division, announces new special vibrator test kit available for company's distributors. Kit planned to increase speed of checking auto radio vibrators.

RCA announces new self contained TV utility monitor, available either as portable instrument or as one designed for rack or console mounting.

PENTRON Corp., Chicago, announces new type electronic mixer for all audio systems. Model MM-1 Audio Mix designed for professional engineers and is ideal for wire, tape or disc recorders, firm says. For additional information write Pentron Corp., 221 East Cullerton St., Chicago.

TELEVISION UTILITIES Corp., N. Y., announces production of "Private Eye" monitors. Combination panel-mounted monitor, made to fit into sturdy steel cabinet for double duty around studios.

ALTEC LANSING Corp., L. A., has opened new plant in Beverly Hills to supplement production facilities in L. A. and N. Y. New plant has been merged with Hollywood offices and is located at 9356 Santa Monica Blvd.

John Hyde

FUNERAL SERVICES for John Hyde, 55, vice president and partner in charge of the Hollywood office of William Morris Agency Inc., who died Dec. 18 following a heart attack, were held Dec. 20 from the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. Interment was in Forest Lawn. Head of the talent agency's Hollywood office for the past 15 years, Mr. Hyde joined the agency in 1925. He is survived by four sons, Donald, Jay, James and Vance.

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ASK HOLLINGBERY

Feature of Week

(Continued from page 13)

bola for transmission to the WKY-TV relay station.

Sixty-five feet of height—enough to clear the surrounding hills and other obstacles—was supplied by the Oklahoma City Fire Dept. in the form of a ladder truck. Engineer Aaron Britton mounted the parabola on the end of the ladder, raised the ladder straight up, climbed calmly to the top for a few last minute adjustments and the remote telecast went off without a hitch.

Viewers and sponsors alike were reported enthusiastic about the show. Kimberling's Inc., a supermarket located in the new shopping center, was overwhelmed the next day by a flood of customers. Stock was depleted to such an extent that the store had to be closed for restocking. Owner of the store, amazed at the quick action accomplished by the telecast, said ordinarily, a new store would have to wait two or three weeks to build up a trade, but he had more customers than he could handle on the first day of business.

The program's results also looked good to Homer Hyde, owner of the Hyde Drug Store, in the shopping center. He signed with WKY-TV for two TV spots a week. Mr. Hyde said several out-of-town customers had dropped in the day after the telecast "just to see what all the shouting was about."

The station reported the program was primarily a television tour of these two stores and the Melody Cleaners, another shopping center establishment. The "Serenaders," WKY-TV instrumental and vocal quartet, provided to entertain during the show.

WQQW NOW WGMS

Marks Change at New Year

THE NEW YEAR today is being celebrated doubly at WQQW-AM-FM Washington. Station is marking its call letters change to WGMS-AM-FM, initials promoting the station's slogan, "Washington's Good Music Station." First station-break of the new call letters was made by M. Robert Rogers, vice president and general manager, during a New Year's Eve "Surprise Party" which was held at the station and broadcast to listeners. Event also marked the station's fourth birthday.

In announcing WGMS to the radio audience, Mr. Rogers pointed out the station's attempt to change its call letters for some time and thanked the Civil Aeronautics Administration, to whom the call letters were assigned formerly, for arranging to make them available. WGMS operates on 570 kc with 1 kw daytime; WGMS-FM on 103.5 mc with 19 kw.

LEILA LOUISE starts five weekly quarter-hour *Girls and Gowns* charm advice program on Progressive Broadcasting System.

Cards to President

BROADCAST a fortnight ago by WCAX Burlington, Vt., urging residents to send Christmas cards to President Truman—"sit down with an extra Christmas card and send a message to the President, telling him he has steady, sincere friends in the Green Mountain State"—stirred up "scores" of telephone calls and letters which were favorable, the station reports. Vermont is normally a Republican state.

COURT REVERSAL

Hicks Cleared in WBT Case

NORTH CAROLINA Supreme Court has reversed a lower court conviction of Sterling L. Hicks on charges of conspiracy in an attempted dynamiting of WBT Charlotte's radio tower on Jan. 22, 1950 [BROADCASTING • TELECASTING, March 13, Jan. 26, 1950]. Mr. Hicks had been identified at that time as business manager of the IBEW local in Charlotte.

Following the ruling, Solicitor Basil L. Whitener announced he would submit a new bill of indictment against Mr. Hicks to the grand jury of the Mecklenburg Superior court term that begins Jan. 8. The Mecklenburg court heard the case last March. The jury returned a verdict of not guilty to the charge of "conspiracy to damage a building owned by the Jefferson Standard Broadcasting Co. (WBT)," but guilty of "conspiracy to damage real property." Mr. Hicks was sentenced by the criminal court to a 18-2 months prison term.

The supreme court reversal was based on the indictment of Mr Hicks and an alleged accomplice. The latter had testified in court that he hadn't meant to "blow up the WBT tower—it was the transformer, not the tower." Later testimony revealed the transformer to be the property of Duke Power Co which services WBT.

Based on this contention, the ruling in part read: "There is fatal variance between the indictment and the proof on this record. This indictment charges the defendants with conspiring to maliciously commit damage and injury to and upon the real property of Jefferson Standard Broadcasting Co. The proof is to the effect that they conspired to maliciously commit damage and injury to the property of the Duke Power Co."

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO
WBAL

On All Accounts

(Continued from page 13)

sion show *Great Music*; the Philadelphia Saving Fund Society's half-hour *Favorite Story*, featuring Ronald Coleman on WCAU; the Keystone Automobile Club's *Let's Go*, a weekly travel film, and its 3 weekly radio news shows, and radio and television sports shows sponsored by the 23 Chevrolet Dealers in Philadelphia.

There are also many station breaks and spot announcements, both radio and television, for such clients as Philadelphia Saving Fund Society, Keystone Automobile Club, 23 Chevrolet Dealers, Capital Bakers Inc., Allied Florists of Greater Philadelphia, Barbey's Inc. (Sunshine Beer), M. A. Hanna Coal Co., the Battery Division of Thomas A. Edison Inc. (on stations in Pennsylvania, New York, Michigan, Massachusetts, Ohio and Iowa), Harleyville Mutual Casualty Insurance Co., Wilkening Mfg. Co., Hood Chemical Co., and others.

For one client alone, the Bell Telephone Co. of Pennsylvania, Ned and his department place 279 one-minute announcements a week on 93 stations in Pennsylvania. Most of these announcements deal with courtesy on the party line, the proper method of dialing, long distance calls, and other information material on how the public can better be served by telephone.

Television and radio business has increased tremendously at Gray & Rogers since the last war, with television considerably ahead of radio. This, as Ned sees it, is because "television is still somewhat of a novelty and a little more spectacular than radio. But television is a tremendous force in advertising and will grow stronger every year."

He hastens to explain, however, "television will never completely outshine radio, even though it has not yet reached its peak. Both have their proper places in the advertiser's budget. Each has its own audience to reach."

Ned is married to the former Mary Mirkil, also a Philadelphian. They have two children, both are married. Edmund Jr. is a TV director at WFIL-TV Philadlephia and Carter, their daughter, is married to George Morris Dorrance Jr. The Dorrances recently made Ned a grandfather when Carter gave birth to a baby girl.

Ned's hobbies are fly fishing and collecting antiques of the early American period.

....for the finest
in professional tape
recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

Charles H. Topmiller (l), WCKY station manager and chief engineer checks over a winning entry in the station's "Long Distance Contest." Frank McGough, Cincinnati district manager for Trans-World Airlines, points to a Brazilian city where one listener resides.

HAM RESTRICTIONS

Reiterated by FCC Notice

REMINDER on prohibitions against international communication between radio amateurs of the U.S. and those of certain other countries has been issued by FCC with latest information on existing foreign restrictions as compiled by the State Dept. up to mid-October.

The notice stated those administrations which forbid radio communication between their amateurs and stations in other countries are Indonesia and Japan (excluding amateur stations of Allied Occupation Forces as authorized by supreme commander). Those which forbid all amateur operation are: Indo-China, Iran, Lebanon, Netherlands Antilles, Thailand. Australia forbids except for purely experimental purposes. Reception of foreign amateurs is allowed in Austria but transmission by Austrian stations is not allowed by Allied control authorities there.

APPOINT DOME

Heads New H-R Office

ROBERT S. DOME will manage the Philadelphia office of Headley-Reed, station representative, which is scheduled to open today (Monday) in the Lincoln-Liberty Bldg., it was announced last week. Mr. Dome formerly maintained his own representative business in the Philadelphia area for a number of Pennsylvania stations.

Previously he had been office manager in Philadelphia for Forjoe & Co., station representative. Other positions held in the past by Mr. Dome include account executive with Cox & Tanz Agency and advertising and merchandising with Procter & Gamble and Rubin F. Donnelly Co. The Headley-Reed Philadelphia office makes a total of eight company owned-and-operated offices in the country and is designed to bolster national coverage of agencies and advertisers for the stations it represents, the firm said.

WCKY WINNERS

New Transmitter Contest

MORE than 16,000 entries were received by WCKY Cincinnati in four contests held in connection with dedication of its new 50 kw transmitter [BROADCASTING • TELECASTING, Dec. 4, 1950] WCKY has announced.

In the two-line jingle contest, first prize of $100 was awarded Eunice Walker of Jasper, Fla. Contestants from Grand Rapids, Mich., and Cincinnati won second and third prizes. In the "Long-Distance" contest, Donald Hunter of Tokyo, Japan, won $100 first-prize money when he proved he was able to receive the station there. Second and third prizes in this category were awarded to listeners from Brazil and Peru. A Cincinnati native, Major Robert H. Weber, now stationed in Montgomery, Ala., won $100 for the best letter on the subject "What Hometown WCKY Means to Me."

Also in observance of the new transmitter's dedication, complete layettes were distributed to 16 sets of twins born in the WCKY listening area on the day of the dedication. In addition, $25 defense bonds were awarded to two sets of twins born in Cincinnati.

NAB FM Report

OF THE 319 FM authorizations deleted between Jan. 1, 1949 and Dec. 1, 1950, 60%, or 192, were "paper stations" never on the air, according to the NAB FM Dept. An NAB release covering FM deletions had incorrectly stated that only 66 or 22%, of the 319 FM stations that went off the air in the 23-month period were fully licensed [BROADCASTING • TELECASTING, Dec. 18, 1950]. NAB pointed out that it was erroneous to refer to the 319 FM deletions as "FM stations that went off the air," in view of the fact that most of them had never actually been on the air. NAB added that 28 new FM stations have gone on the air since Jan. 1, 1950, in addition to those becoming fully licensed.

HEART FUND DRIVE

Pryor Heads Radio-TV Unit

ARTHUR PRYOR Jr., vice president of BBDO, New York, has been named chairman of the Radio and Television Committee for the 1951 Heart Fund. Other members of his committee include: Robert E. Kintner, president, ABC; Frank Stanton, president, CBS; Frank White, president, MBS; Charles C. Berry, vice president, NBC; Walter Craig, vice president, Benton & Bowles; Wallace S. Jordan, William Morris Office; Ivor Kenway, vice president, ABC.

The committee will help 21 outstanding representatives of major networks and radio stations, advertising agencies, and talent agencies, in the fund-raising campaign to be conducted throughout February to finance the association's program of research, education and community service.

KEYY RENEWAL

FCC Upholds Resnick Ruling

FINAL decision to grant license renewal to KEYY Pocatello, Ida., has been announced by FCC supporting an earlier initial ruling of Hearing Examiner Leo Resnick [BROADCASTING • TELECASTING, Sept. 4, 1950]. KEYY is assigned 250 w fulltime on 1240 kc.

FCC sustained the examiner's finding that no transfer of control without Commission approval had occurred regarding a management contract between F. M. Bistline, president, and Louis Haller. The Commission denied the exceptions of its general counsel on this issue.

Rate Reductions

IN THE story regarding NBC's radio rate reduction proposal [BROADCASTING • TELECASTING, Dec. 18, 1950], WOAI San Antonio and WSM Nashville were erroneously included among the NBC radio station affiliates for which the Assn. of National Advertisers had requested rate reductions last summer.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

FCC actions

DECEMBER 21 TO DECEMBER 28

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 21 Applications . . .

ACCEPTED FOR FILING

License for CP

KPOC Pocahontas, Ark.—License for CP new AM station.

KIUP Durango, Col.—License for CP to change frequency, power and install DA-N.

License Renewal

Request for license renewal AM station: WBCO Bessemer, Ala.; WDIG Dothan, Ala.; KTIP Porterville, Calif.; WILM Wilmington, Del.; WAOV Vincennes, Ind.; KBUN Bemidji, Minn.; WROX Clarksdale, Miss.; WNAT Natchez, Miss.; WGNC Gastonia, N. C.; WHIT New Bern, N. C.; WJER Dover, Ohio; WLEU Erie, Pa.; WPLH Huntington, W. Va.; WHAW Weston, W. Va.; KFIZ Fond du Lac, Wis.

Modification of CP

KRLD-TV Dallas—Mod. CP new commercial TV station for extension of completion date 4-1-51.

December 27 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Marshall Formby, Spur, Tex.—Designated for hearing at Washington on Feb. 20, 1951, application for CP for new station on 1260 kc 250 w D.

WSOC Charlotte, N. C.—Designated for hearing at Washington, application of WSOC for CP to install new vertical ant., to be heard in consolidated proceeding with application of Radio Sumter for new station at Sumter, S. C., on 1240 kc 250 w, unl., previously designated for hearing; made WKDK Newberry, S. C., party to proceeding.

Modification of License

WHFC Cicero, Ill. — Waived Sec. 3.30(a) of Commission Rules and granted application for mod. of license to change main studio location to Chicago, provided WHFC continues to identify itself as Cicero.

Request Denied

KTED Laguna Beach, Calif.—By letter denied request for additional period of 45-60 days to remain silent pending reorganization of station and transfer of studio location; advised licensee that unless KTED resumes regular operation within 30 days from date of letter, and notifies Commission and Engineer in Charge of District thereof, KTED license should be surrendered for cancellation.

Hearing Designated

KJSK Columbus, Neb.—Designated for hearing in consolidated proceeding presently scheduled for Jan. 3 in Washington on applications of KGAR et al, application of KJSK to change facilities from 900 kc 1 kw D, to 920 kc 1 kw D 500 w N and made KUSD Vermillion, S. D., party to proceeding with regard to Anderson application only.

Petition Dismissed

KVOL Lafayette, La.—Dismissed as moot petition of KVOL filed Oct. 30, 1950, requesting review of Motions Commissioner's action of Oct. 27 postponing hearing on application.

BY COMMISSION

Modification of CP

WCEN Mt. Pleasant, Mich.—Granted mod. of CP to incorporate changes in DA system as suggested by Commission to afford protection to Canadian assignment at CKX Brandon, Man. under new NARBA.

Extension Granted

WPAB Ponce, P. R.—Granted extension of authority for period of 60 days from Dec. 19 to operate with power reduced to about 4 kw.

CP to Replace CP

KOKX Keokuk, Iowa—Granted application to replace CP which was inadvertently allowed to expire.

BY THE SECRETARY

KSAM Huntsville, Tex.—Granted license install new trans.

WHLD Niagara Falls, N. Y.—Granted CP to install old main trans. as aux. on present location of main trans. on 1270 kc with 1 kw, DA day, for aux. purposes.

WNEW New York—Granted CP to install new trans.

WWJ-TV Detroit—Granted extension of completion date to 3-1-51.

WRBI Blue Island, Ill.—Same except to 1-31-51.

KFGR Forest Grove, Ore.—Granted license for new station — 1570 kc 250 w-D.

KOCY Oklahoma City, Okla.—Granted license install new trans.

Edwin H. Armstrong, New York—Granted license for new FM STL KEA 46.

Shamrock Bcstg. Co., Houston, Tex.—Granted licenses for new remote pickup KA-6549-50.

Richard Field Lewis Jr., Winchester, Va.—Granted license for new remote pickup KIC-4090.

WBUR Boston—Granted CP to change ERP from 0.380 kw to 20 kw; change trans. and make changes in ant. system.

KRLC Lewiston, Ida.—Granted CP for new remote pickup KA-8104.

KSEM Inc., Moses Lake, Wash.—Same KA-8105.

KECC Inc., Pittsburg, Calif.—Granted CP and license new STL, KMA-91.

KCMO-FM Kansas City, Mo. — Granted mod. of license to change ERP to 56 kw.

Following granted mod. CP's for extension of completion dates as shown: WATV Newark, N. J. to 7-9-51; KOB-TV Albuquerque, to 4-1-51; KOMA-FM Oklahoma City, to 7-1-51; WJMC-FM Rice Lake, Wis. to 6-12-51; KTSA-FM San Antonio, to 5-1-51; WJHL-FM Johnson City, Tenn. to 6-1-51.

Charles Wilbur Lamar Jr., Houma, La.—Granted license for new remote pickup KKC-978.

Eastern Idaho Bcstg. & Tele. Co., Idaho Falls, Ida.—Granted license for new remote pickup KA-2476.

F. C. Todd, Gastonia, N. C.—Granted license change in remote pickup KA-3844.

Baptist General Convention of Tex., Dallas, Tex.—Granted license for new remote pickup KA-6290.

Granite Dist. Radio Bcstg. Co., Salt Lake City, Utah—Granted mod CP to change power and equipment in remote pickup KA-6291.

The Twin States Bcstg. Co., Augusta, Ga.—Granted mod. CP to specify additional frequency 26.47 kc in remote pickup KA-6337.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. CP to change trans. site for remote pickup WWA-200.

WLWA Cincinnati—Granted mod. license to change studio location of FM station.

WKAB Mobile, Ala.—Granted license install new trans. for aux. purposes.

KOBK Owatonna, Minn.—Granted license for new station; 1390 kc, 500 w D cond.

WBTV Charlotte, N. C.—Granted license change trans. location of TV station.

KSEL Lubbock, Tex.—Granted CP install new trans.

WNLC New London, Conn.—Granted CP to install new trans.

WGOV Valdosta, Ga.—Granted CP install new trans. to be used as main trans. for nighttime use and as aux. for daytime use with 1 kw.

ACTION ON MOTIONS

By Commissioner E. M. Webster

Public Service Radio Corp., Baltimore, Md.—Granted time in which to file exceptions to Commission's Proposed Decision in proceeding re application and that WBAL Baltimore, Md. be extended from Dec. 26, to Jan. 5, 1951.

Tri-City Bcstg. Co., Bellaire, Ohio—Granted leave to amend application so as to show location of main studio as 4000 Water Street, Wheeling, W. Va.; and to show increase in cost of construction of proposed TV station.

FCC General Counsel—Granted petition for extension of time to Jan. 22, 1951, in which to file exceptions to initial decision issued in proceeding upon application of Lubbock County Bcstg. Co., Lubbock, Tex.

Southern Bcstg. Co. Inc., Nashville, Tenn.—Granted petition for leave to amend its application to increase the amount of individual subscriptions to stock of the applicant, to add additional subscribers to stock and information relating thereto, and to provide information as to the specific transmitter site selected by the applicant. Granted motion to take depositions in proceeding re its application.

Cape County Bcstg. Co., Cape Girardeau, Mo. and Hirsch Communication Engineering Corp., Sparta, Ill.—Granted petition of Cape County Bcstg. Co. insofar as it requests leave to amend application to specify 1220 kc, 250 D, in lieu of present request for 1230 kc, 250 w, unl., and for removal of application, as amended from hearing docket; dismissed request for grant of application; on Commission's own motion, application of Hirsch Communication Engineering Corp. is removed from hearing docket

FCC General Counsel—Granted extention of time to Jan. 15, 1951 from Dec. 26 in which to file exceptions to initial decision issued in proceeding upon application for consent to assignment of license of KSET El Paso, Tex., and for CP.

WKEY Covington, Va.—Granted continuance of hearing, now scheduled for Jan. 5, 1951, in proceeding upon application; hearing continued indefinitely.

WQXI, Buckhead, Ga.—Granted leave to amend application so as to change place of operation from Buckhead, to Atlanta, Ga., and to revise his proposed DA array and application, as amended, is removed from hearing docket.

WING Dayton, Ohio and Charles H. Chamberlain, Bellefontaine, Ohio—Dismissed as moot petition dated Nov. 14, 1950, of Chamberlain to strike opposition to WING's petition for enlargement of issues in re application of Chamberlain, because Commission granted WING's petition for enlargement of the issues on Dec. 14.

By Examiner Leo Resnick

Gila Bcstg. Co., Winslow, Ariz.—Granted continuance of hearing in proceeding upon application from Jan. 2, to March 5 ,1951, in Washington, D. C.

FCC General Counsel—Granted extension of time from Dec. 18, 1950, to Jan. 3, 1951 in which to file proposed findings of fact and conclusions, briefs, or memoranda of law in matter of Garfield Medical Apparatus Co., New York.

By Examiner Fanney N. Litvin

KYA San Francisco, Calif.—Granted continuance of hearing in proceeding upon application from Jan. 8, 1951, to Mar. 12, 1951, in Washington, D. C.

WHDH Boston, Mass.; KOA, Denver, Colo.; WXKW, Albany, N. Y.; FCC General Counsel—Granted petition filed Dec. 15, 1950, by all parties to this proceeding and General Counsel of FCC for extension of time from Dec. 18, 1950, to Jan. 15, 1951, for filing corrections to transcript of record in this proceeding, and for extension of time from Jan. 17, 1951, to Feb. 26, 1951, for filing proposed findings and facts

(Continued on page 79)

KCBS 'CLUB'
Marks New Transmitter

THAT thing called curiosity, innate in every being, is called into play by KCBS San Francisco's "KCBS Sidewalk Superindendent's Club" to mark construction of its new 50 kw transmitter and tower.

As promotion of the new construction, KCBS is sending out a "bulletin" to "club members" giving latest data on progress. The first "bulletin" pictures the driving of 75-ft. piles, embedding of steel plates to anchor guy wires and placing of concrete bases to support the construction.

Explaining the club, Arthur Hull Hayes, vice president and general manager, says the site, 30 miles north of San Francisco, has the purpose of achieving "a 10-fold increase in power . . . to extend CBS and KCBS programs to an area which includes 9 out of 10 families in northern California."

NBC's *Voice of Firestone*, sponsored by Firestone Tire & Rubber Co., was presented Lowell Mason Award "for outstanding contributions to music on the air" by *Keyboard Jr.*, scholastic music magazine.

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Help Wanted

Managerial

Wanted: Topnotch manager with first class ticket and some announcing ability. Small market, new 1 kw station west Alabama. Applicant must be draft exempt and have automobile. Salary against a definite percentage. Interested parties please write W. E. Farrar, Reform, Alabama, or R. E. Hook, Aliceville, Alabama.

Salesmen

Time salesman for AM and/or TV in thriving midwest market. Salary plus commission. Excellent opportunity for a salesman willing to work at selling and become associated with a stable, growing organization. Send complete details in first letter, advising sales record and enclose late photo. Box 349H, BROADCASTING.

Solid, experienced smaller market salesman. Top Conlan station in excellent market. Enough accounts to begin with to make better than $60.00 draw. Above average commissions and a really fair, profitable deal to steady worker with service knowhow. Midwest. Box 359H, BROADCASTING.

Wanted: Sales representative for topflight southern independent.. Rush reply. Box 370H, BROADCASTING.

Salesman. No high pressure, just good worker, salary and commission. WPKY, Princeton, Ky.

Young progressive Massachusetts 1000 watt independent station needs "thinking" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who likes to battle odds —and win. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once in long hand to Guidance Center, 73 Tremont Street, Room 343, Boston 9, Massachusetts. Be sure to include your latest photograph.

Announcers

Announcer. Reliable, experienced. Some control work. Immediate opportunity at central New York network affiliate. Upstater preferred. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and shows. Congenial working and living conditions. Live audition preferred but disc will do. Character and work references required. Give details in first letter. Box 290H, BROADCASTING.

Southwest network affiliate needs one announcer and one engineer. Announcer must be experienced and able to sell on the air. Send disc, qualifications, expected salary. Box 327H, BROADCASTING.

Female disc jockey for hillbilly show. Must be aggressive, experienced and able to sell on air. Moderate salary to start; excellent future potential. Send audition disc, photo and full particulars to Box 350H, BROADCASTING.

Girl disc jockey wanted for metropolitan station. Must have plenty of oomph. Box 354H, BROADCASTING.

Southern Minnesota network station needs announcer with first class license. Must have experience and be able to read news well. Must have car. Send details to Box 357H, BROADCASTING.

Announcer-engineer, accent on announcing. Opportunity to assume PD's job. Salary dependent on ability to assume responsibility. Car necessary. Prefer good news delivery. Immediate opening. Box 365H, BROADCASTING.

Wanted: Versatile professional quality announcer for topflight southern independent. Rush reply. Box 369H, BROADCASTING.

Help Wanted (Cont'd)

$65.00 or more weekly if you're one of the two announcers I am looking for. Must be good. Aggressive southern independent. Rush. Box 371H, BROADCASTING.

Will hire experienced announcer. Wanted immediately. Pays seventy or better per week. Must be able to do news, commercial and musical shows with good deep selling voice. Box 374H, BROADCASTING.

Wanted: Experienced announcer with first class ticket. Car necessary, nice living conditions, town 15,000. Music, news, sports, salary $270 per month. KANA, Anaconda, Montana.

Announcer with ticket. One year experience announcing. Start $225, raise in six months. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Wanted: Combination announcer-engineer. Salesman or saleswoman. KLIC, Monroe, Louisiana.

Needed, announcer with first class ticket. Good future. $52 for 45 hour week, starting. Send resume, audition, picture. KYOU, Greeley, Colorado.

Unusual opportunity for a good morning man. High salary plus talent fees. Contact WISR, Butler, Pa. at once.

Immediate opening for an announcer with first class ticket. Starting salary $80.00 weekly. Talent for all remotes. Contact WMNC, Morganton, N. C.

At once: Experienced announcer, straight staff for long established north-central Penna. NBC affiliate. Send full details to Program Manager, WRAK, Williamsport.

Immediate opening for experienced announcer with first phone license. Wire WVSC, Somerset, Pennsylvania stating total experience and phone number where you can be contacted.

Technical

Small market network affiliate interested in application from first class licensed non-union engineer capable running turntables and studio controls. No applications from outside New England wanted. Salary $75, forty-hour week. Box 297H, BROADCASTING.

Wanted, veterans, colored licensed operator to instruct radio and television service and broadcasting technicians and operation immediately. Starting salary $250 to $320 per month year round. Box 334H, BROADCASTING.

First phone combination, 30 miles New York, send disc, photo. Box 353H, BROADCASTING.

Wanted: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. $52.00 per week. Send audition.

1st class phone transmitter operator. Experience not necessary. Write, WAND, Canton, Ohio.

Network affiliate needs combination engineer-announcer. Send full details first letter, Lester L. Gould, WJNC, Jacksonville, North Carolina.

Wanted: Technical engineer for transmitter and control room. (No announcing.) Base pay $56.00 for a 47½ hour week. Experience desirable but not essential. Contact G. R. Hoffman, WJPS, Evansville, Indiana.

Opening for transmitter operator, experience not necessary, ideal for one desiring to break into commercial radio. Must be sober, reliable, willing to work. Car necessary. Contact W. A. Pritchett, Chief Engineer, WOLS, Florence, S. C.

Help Wanted (Cont'd)

Production-Programming, others

Competent news editor wanted by 5 kilowatt operation in midwest. Gathering and writing local news of prime importance. Delivery secondary. Box 323H, BROADCASTING.

Traffic clerk. Immediate opening for young lady with radio traffic or clerical experience. Must be good typist. Excellent working conditions. Starting salary $45-$50 per week. Station located in beautiful metropolitan Washington, D. C. area. Rush application and photo to WARL, Box 391, Arlington, Virginia.

Television

Salesmen

Salesman—Now contacting TV stations in all areas other than metropolitan New York. No objections to supplementing this with other duties. One of America's most successful juvenile TV program developments is available for other markets. Sensational success story. Can be part of any western film strip in need of hypo. Cost negligible. Box 252H, BROADCASTING, or call Lackawanna 4-1571.

Technical

Experienced TV broadcasting technician for midwestern television station. Experienced AM engineers will be considered in lieu of actual TV experience. Box 309H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Well known New England (Yankee thrift) radio executive desires position as combination manager-sales manager. Proven record, high recommendations. 16 years of profitable experience. 38 years of age, married. Remember, I am not a product from the war years. I know good radio from away back. Box 321H, BROADCASTING.

A profitable New Year is more than wishing. Sound management, hard selling, aggressive promotion instead of wishing are the keys to profitable radio in 1951. For more than 20 years, during depressions, booms and war, I have a proven successful record in management sales and promotion; regional and local network stations. Unimpeachable references from top men in industry. Seek opportunity where compensation will be commensurate with results. Able to make substantial investment if desired. Box 326H, BROADCASTING.

Attention owners: Have you a borderline station that should make more? Experienced general manager will buy interest, operate and improve. Prefer single or two-station, market, 10,000-50,000 population. Box 356H, BROADCASTING.

Salesmen

Salesman experienced large and small markets. Network and independent. Currently employed major market. Saleable program ideas. Box 300H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Newscaster, 2½ years, including 2 years 5000 watt CBS affiliate. Journalism university graduate. Draft exempt. Box 293H, BROADCASTING.

DJ, news, commercials. 3 years experience. Single, 36. Veteran. Disc or personal audition. Box 320H, BROADCASTING.

Situations Wanted (Cont'd)

Eight years announcing, production experience. No "hot-shot"; versatile, dependable. Single, draft free, car. Midwest or southwest. Box 322H, BROADCASTING.

Network caliber bilingual announcer and salesman with long experience desires position. Reliable and trustworthy. Can furnish best references. Box 328H, BROADCASTING.

Well trained announcer, conscientious, need first opportunity to prove talent. Non draftable veteran. Music, news, Box 330H, BROADCASTING.

Experienced announcer wants straight job in 50,000 market. $65 minimum. Box 336H, BROADCASTING.

Western and folk music DJ. Experience in mail pull and all night record shows. Also have four piece western and hillbilly band. If you can use one or both, write Box 337H, BROADCASTING.

Announcer-writer; single, prefers midwest. Dignified personality DJ show, not jazzy. Also strong on news, commercials, man-on-street. For particulars and disc. Box 339H, BROADCASTING.

Mike deficiency? Young announcer offers remedy. Also copy writing ability and control board operation. Trade limited experience for opportunity. Veteran. Box 341H, BROADCASTING.

Announcer. One year AFRS, work board. Vet, 23, single, college grad, radio school. Available immediately. Disc available. Box 342H, BROADCASTING.

Announcer-salesman. Serves your sponsors on and off air. Sales experience, seeks opportunity. Knowledge control board, married, veteran, child. Box 346H, BROADCASTING.

Announcer: Limited experience, knowledge of control board. Vet, married, seeks opportunity. Box 347H, BROADCASTING.

Announcer. Limited experience. Single, veteran, draft exempt. Seeks opportunity. Control board. Box 348H, BROADCASTING.

Announcer. Thoroughly experienced, draft exempt. Looking for better paying position and permanency. Box 351H, BROADCASTING.

Top ranking news analyst and announcer wishes to locate in southwest. Special programs and public relations a speciality. Full details on request. Box 352H, BROADCASTING.

Announcer-engineer. 3 years experience. Family man, some selling experience. Disc, photo, reference on request. Stress here is on announcing. Box 358H, BROADCASTING.

Man with twenty years experience in radio. Have done every type broadcast, special events, sports, MC, specialty, morning shows. Sing and play piano. Have been on television for the past two years on same show. References on request. Prefer eastern stations. Box 361H, BROADCASTING.

Experienced announcer, married veteran, draft exempt, capable newscaster, good on all type music shows, better market area, east only. Box 362H, BROADCASTING.

Available January 3rd. Competent announcer. Well versed in every phase of radio and TV. Box 366H, BROADCASTING.

Baseball play-by-play and reconstruction. 10 years experience radio and television minor and major leagues. Married, dependable. Draft exempt. Interested only in AA, AAA or major leagues. Satisfaction guaranteed. Available for personal interview anywhere, anytime. Box 368H, BROADCASTING.

Experienced announcer, knows board, interested in sales, married, draft exempt. Box 363H, BROADCASTING.

Sportscaster, play-by-play man, sports director. Live and recreation. Pinch hit on news. Solid background and experience in sports, news and special events. Presently employed but seeking change. Location immaterial, congeniality and permanency more important. Box 375H, BROADCASTING.

Experienced, versatile announcer. **Staff announcing, newswriting and newscasting, play-by-play baseball, classical music to hillbilly, special events, dramatics. Know control board. College graduate. Now employed, seek advance. Ray Moore, 107 W. Unaka, Johnson City, Tenn.**

Announcer, operator. Veteran, single. Sports, news, music, commercials. Will travel. Photo and disc available. Marko Zelich, 1328 Marquette, South Milwaukee, Wisconsin.

Situations Wanted (Cont'd)

Technical

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer experienced on console, tape, recorders, remotes, etc. Available immediately. Veteran. Box 286H, BROADCASTING.

Chief engineer, presently employed, experienced in all phases, looking for tough job with progressive station which expects topflight performance from its engineering department. Box 292H, BROADCASTING.

Engineer, 10 years experience AM radio. Draft proof. Box 338H, BROADCASTING.

Engineer: Draft exempt, experienced, 24, car, references, permanent. Will travel. Box 340H, BROADCASTING.

Inexperienced 1st class licensed radio telephone operator. Desires position as broadcast engineer. Willing to take position anywhere. Box 343H, BROADCASTING.

Inexperienced, 1st class license. Radio telephone operator. Desires position as broadcast engineer. Willing to take position anywhere. Box 345H, BROADCASTING.

Not a meter watchman. First phone, excellent technical ability any equipment, directional arrays, construction etc. Some announcing. Presently employed. Desire chief regional. Box 335H, BROADCASTING.

Technician, first license, five years broadcast radio, wants straight transmitter job. No objection some studio maintenance. 32, single. Please outline requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Inexperienced 1st class license, radio telephone operator desires position as broadcast engineer, willing to take position anywhere. Box 344H, BROADCASTING.

Production-Programming, others

25 year old vet, no reserve, good draft status. Still single with 8 years experience. Can handle all phases of radio production with accent on special events. Can sell, handle sports and have had success with disc shows. No floater. Am employed but would like to settle. Good references, sober, dependable, experienced in programming and willing to work. Box 268H, BROADCASTING.

Local news, wire re-write, special events. Three years experience 250 w. Presently employed. Six net news shots past year. Want to join news staff on larger station. B. J., A. B., veteran, 27, married, references. Box 304H, BROADCASTING.

I've worked with drunks, has-beens, students, glamour boys. Now desire to work with professional radio people. PD or/and newsman, good 5 year record, 27, married, military exempt, sterling references. Box 324H, BROADCASTING.

Writer. "Hello? Operator? Give me the police! I want to report a miracle!" Script, details, Box 325H, BROADCASTING.

15 years experience. Low mature voice, operate board. News editor, writer and production. Seek future. Married, veteran, draft deferred. Will go anywhere. Write Box 332H, BROADCASTING.

Program director-announcer. Good draft status. Married. 5 year station and 5 years free lance experience. Box [illegible]H, BROADCASTING.

Public relations director. Years of major TV experience. Wide, favorable acquaintance among trade and consumer press. Strong in preparation and development of effective publicity campaigns for diversified clients. Box [illegible]H, BROADCASTING.

Situations Wanted (Cont'd)

Television

Managerial

Young radio station manager desires opportunity to learn television production, announcing from bottom. No TV experience; 28, married. Box 294H, BROADCASTING • *TELECASTING*.

Salesman

Sales or agency. Except for war years, continuous TV experience since 1939. Now employed; valid reason for change. Have been program director two successful stations; desire return to sales where had topnotch record, or agency as TV director. Excellent references. Family man. Box 331H, BROADCASTING • *TELECASTING*.

Announcers

Experienced radio announcer, can double as cameraman, stage manager, director, interested position television station or radio station with television plans. Box 364H, BROADCASTING • *TELECASTING*.

For Sale

Equipment, etc.

TV—INS projectal. A-1 condition. Includes pedestal and disolve feature. First come or best offer. WMBR-TV, Jacksonville 7, Florida.

One RCA 69C distortion analyzer used very little and in excellent condition. Real bargain at $250.00. WMVA, Martinsville, Virginia.

Emergency power plant for 4 kw radio stations. Brand new Army surplus. 15 kw gas powered 110-220 single phase or 220 3 phase, three or four wire. Will sell at a fraction of original cost. Immediate delivery available. Grossman's Surplus Division, 130 Granite St., Quincy, Mass. BRaintree 2-3750.

1200 feet on reel brand new recording tape at a bargain price of $2.00 each. Each individually packed. Quantity users write for discount price list. Send cash, or money order for as many tapes as you want. Syrena Recording Company, 33 Parker Ave., Passaic, N. J. Prescott 7-7013. Hurry, stock of 5000 is going fast.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Interested local station in small, single market. No brokers or broke owners. Cash if priced right. Box 329H, BROADCASTING.

Equipment, etc.

Frequency monitor, FCC approved, to be used on 1540, but will take any frequency. Box 360H, BROADCASTING.

Wanted: Federal 101C or RCA WX2B field strength meter. R. F. bridge preferably GR. Wells Chapin, Radio Station WIL, Chase Hotel, St. Louis, Missouri.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 706 Elmwood, East Gadsden, Alabama.

Employment Services

Broadcast Executives

We are seeking qualified applicants for placement as station manager, commercial manager, program director and chief engineer. Write or wire for confidential application form.

Howard S. Frazier
TV & Radio Management Consultant
Washington 5, D. C.
726 Bond Bldg. *NAtional 2173*

Help Wanted

Managerial

Manager *Wanted*

Seldom-offered opportunity for experienced or potential manager with proven sales record and top character references in prosperous midwest industrial market of 250,000. Station is well established network outlet. Send full particulars and snapshot. All replies held confidential.

Box 373H, BROADCASTING

Salesmen

Wanted: *national representative* by WLYN 1000 watts, independent. Reply to Ken Strong, Commercial Manager,

WLYN

Lynn, Massachusetts.

Announcers

MAJOR MIDWEST MARKET

is ripe for top-grade disk jockey—entertainer. Progressive AM-TV network affiliate promises unlimited future to reliable, promotion-minded personality with proven record of sales success. Preference given to man who can combine live vocal or instrumental talent with platter patter. Send disc or tape with photo and details to

BOX 280H, BROADCASTING

Help Wanted (Cont'd)

Television

Television

3 Topnotch Men Wanted

Program Director
Advertising Manager
Producer

Midwest city of 250,000. No television yet

Unequalled opportunity to participate in earnings and management of corporation. Voting stock, officer, and directorships will be offered to successful applicants.

Men selected may build their own departments and will be given a contract immediately pending issuance of a CP. Do not apply unless you have a good TV background and executive experience.

President of corporation will be in Washington, D. C. January 8-12 and in New York City January 13-17 to interview applicants. All replies confidential.

BOX 372H,
BROADCASTING
TELECASTING

ANY STATION CAN GROW AT A PROFIT— WITH THIS MAN!

Making volume grow has been this man's record.

TAKE SALES—

PUBLICATION. Increased dollar volume in his territory 10 TIMES in 2 years—and DOUBLED that the third year.

RADIO. Sold more time, dollars or station hours, than probably any other man in the country.

TV. Ditto!

MANAGEMENT—

Revised station operation—cut costs 40%—PLUS smoother and more efficient operation. In short, he knows HOW to make more money stick to your hands as it passes through.

PERSONALITY—

People **like** him, **listen** to him, **believe** him and hand him business termed "impossible" to get.

This man is looking for a "tough" station job—a job that will be a real challenge to his record for getting results.

Reply, in strict confidence, to Box 333H, Broadcasting.

Help Wanted

Television

Announcers

TV EMCEE

Live-wire Master of Ceremonies for TV audience participation show wanted by midwest station. Real opportunity. Send background, picture and disc to Box 282H, BROADCASTING • *TELECASTING.*

Production-Programming, others

TV traffic opening for woman twenty-five to forty interested in western New York. Must be experienced typist and have writing ability. State education, experience, marital status and salary required. Send snapshot. Box 377H, BROADCASTING.

Situations Wanted

Television

Production-Programming, others

Experienced TV Director available immediately

Radio and TV veteran wishes position as TV program director with established station. Network, agency and local station production experience. Salary not important. Best of references.

Box 335H, BROADCASTING• TELECASTING

Miscellaneous

CUSTOM JINGLES
with proven sales results
RICHARD STROUT
PRODUCTIONS, Box 2261, Hollywood

GATHERED at first BMI program directors and librarian clinic in San Francisco, held at KNBC last month, are (l to r): Paul Speegle, KNBC program manager; Carl Haverlin, BMI president; Jimmy Lyons, KNBC disc jockey, and Glen Dahlberg, in charge of station relations for BMI. California broadcasters, BMI executives, and agency representatives participated in the all day session.

AFCCE

Yearend Roundup

Full Radio-TV Operation In Emergency Urged

By ANDREW D. RING

President, Assn. of Federal Communications Consulting Engineers

THERE are many imponderables for radio and TV in the present national emergency. First and foremost is the necessity of maintaining all existing operations in these fields, in order to keep the public adequately informed in these difficult times.

Mr. Ring

Steps should be taken forthwith to ensure adequate production of replacement tubes and parts for all licensed stations. Provisions should be made, moreover, for the licensing of additional stations—particularly TV stations—in areas not now receiving adequate service.

The role of radio and of TV on the home front—which could become just as important as the fighting front—has been underscored by our highest federal officials, from the President down. There should be no diminution or degrading of that service. Production lines should be kept open, so far as is consistent with the rearmament effort, to avoid steps that might result in arbitary reductions of station power.

It is to be fervently hoped, also, that means will be found to authorize additional TV stations in important areas now denied that service. The significance of TV in civil defense and in mass training already has been attested by the military, even as far back as World War II. In time of national stress, 150 million Americans turn to their radios and their TV sets for counsel, guidance and training.

Experience Gained

The experience of the last war taught us that we can anticipate critical manpower problems on the technical side. Electronics provide the brain-power for so-called push-button war fare. Extreme care should be exercised by the federal authorities, lest the drain on radio and TV man-power endanger operations in these fields. Adequately trained manpower is essential in the interests of conservation of equipment, as well as in the maintenance of optimum service when it is needed most.

The radio engineering profession pledges its all-out support of the nation in this emergency. Engineers regard themselves as soldiers in this war for survival, whether they be on the battle fronts in other lands, or on the home front.

Southwest
$125,000.00
One of two stations in an outstanding southwest city in excess of 75,000 population with retail sales of more than ninety million dollars. This is a fulltime independent that is showing excellent profits and gross is expanding with this rapidly growing market. Financing arranged.

Midwest
$40,000.00
Only station in a very substantial midwest farm market. Gross is increasing and profits are above $1000.00 monthly. Owner is in Reserves and is being called to active duty. Here is an outstanding opportunity for one or two good operators. Call or wire our nearest office.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

WMAW DENIED

FCC Reverses Examiner

REVERSING the earlier recommended decision of a hearing examiner, FCC has denied WMAW Milwaukee a license to cover its construction permit for a new station on 1250 kc directional with 5 kw fulltime. The action was taken on grounds of ownership misrepresentation, FCC said.

WMAW last week reported it will appeal the decision.

The station was given not more than 90 days in which to wind up its affairs and cease operations. WMAW has been on the air since 1948. Midwest Bcstg. Co. is permittee.

Comr. Paul A. Walker dissented from the majority opinion and favored a grant of the license for the reason cited by Hearing Examiner Basil P. Cooper whose initial decision had found no evidence to support charges of ownership concealment [BROADCASTING • TELECASTING, April 17, 1950]. The majority opinion was given by Comrs. E. M. Webster, Robert F. Jones and Frieda B. Hennock. Chairman Wayne Coy and Comrs. Rosel H. Hyde and George E. Sterling did not participate.

FCC declared that after considering the facts in the complex case it could come "to no other conclusion than that Midwest Broadcasting Co. is not qualified to hold a license to operate a broadcast station because of concealments, misrepresentations and deceptions" concerning stock holdings and other matters.

AFL COMMERCIALS

Public Service Stressed

EMPHASIZING the public-service nature of its commercials on Frank Edwards' news program on MBS, the AFL has released copies of the announcements aired on the show during the holidays.

On the Dec. 26 show an announcement included the following: "The American Federation of Labor pledges that its eight million members will live up to their responsibilities in the national emergency. They are ready to produce in record quantities the military equipment and supplies essential for the defense program. They are willing to assume their fair share of the burden of sacrifice all Americans must pay . . . Labor is determined to make America the arsenal of democracy. . . ."

The Christmas Day program included a suggestion that all join in prayer for the men in the armed forces. The Dec. 27 broadcast asked all Americans, including AFL members, to "do more work and less complaining. Our own sons are in the fighting forces—let's back them to the fullest extent. Let's have more harmony and more unity in America. We're all in the same boat. By our actions, . . . let us show the entire world that we mean to defend our free American way of life. . . ."

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 28

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,231	2,198	121		263	136
FM stations	676	524	151	1*	150	6
TV stations	107	53	56		374	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

KFGT Fremont, Neb.—Announced initial decision by Examiner Hugh B. Hutchison to deny application KGFT to change from 1340 kc, 100 w fulltime to 1340 kc, 250 w fulltime. Initial decision Dec. 27.

OPINIONS AND ORDERS

KMPC Los Angeles; **WJR** Detroit; **WGAR** Cleveland—The Commission en banc adopted memorandum opinion and order (1) to grant appeal of FCC General Counsel to set aside order of Motions Commissioner Dec. 1, 1950 denying General Counsel's petition for extension of time in which to file opposition to pleading "Motions and Petition Under Rules 1.386 and 1.389 and for other relief" filed by KMPC WJR and WGAR and G. A. Richards (2) extending time for filing such opposition to Jan. 12, 1951; and (3) dismissing as moot applicant Richards et al. petition for review of hearing examiner's denial of their oral motions for recess of hearing. Order Dec. 27.

Non-Docket Actions . . .

AM GRANT

KSMI Wewoka, Okla.—Granted switch in facilities from 1260 kc, 500 w day to 1260 kc 1 kw fulltime, directional. Grant Dec. 27.

FM NONCOMMERCIAL GRANT

WTJO-FM Ottawa, Kan.—Ottawa U. granted new noncommercial educational FM outlet on Chan. 201 (88.1 mc). Effective radiated power 10 w. Granted Dec. 27.

TRANSFER GRANTS

WKAQ San Juan, P. R.—Granted assignment of license from Angel Ramos, individual licensee to El Mundo Bcstg. Corp. Mr. Ramos will still own 99.9% of stock. Transfer deemed advisable to effect better tax position. WKAQ is assigned 5 kw unlimited, directional, on 620 kc. Granted Dec. 27.

KXOX Sweetwater, Tex.—Granted transfer of control in Sweetwater Radio Inc., to Radio News Inc. This transfer constitutes a stock transfer and no change of ownership. KXOX is assigned 250 w fulltime on 1240 kc. Granted Dec. 27.

WBEN-AM-FM-TV Buffalo, N. Y.—Granted transfer of control in WBEN Inc., licensee to Buffalo Evening News Inc. Does not constitute any change in official control of WBEN Inc. or owned and operated stations. WBEN-AM is assigned 5 kw fulltime, directional night, on 930 kc; WBEN-FM is assigned Chan. 293; WBEN-TV is assigned Chan. 4. Granted Dec. 27.

KERO Bakersfield, Calif. — Assignment of licensee from Paul R. Bartlett, licensee to Radio Station KERO a partnership composed of Mr. Bartlett and Gene DeYoung. Mr. Bartlett wishes to reward Mr. DeYoung for his part in the operations of KERO by granting him a partnership interest. KERO is assigned 250 w fulltime on 1230 kc. Granted Dec. 27.

KFRC San Francisco; **KDB** Santa Barbara; **KGB** San Diego; **KHJ** Los Angeles; **KTSL-TV** Hollywood and 10 experimental and associated facilities: Settlement of estate of Thomas S. Lee and approved transfer of control of California properties of Thomas S. Lee Enterprises Inc., d/b as Don Lee Bcstg. System from Ben H. Brown, special administrator of the estate. See story page 19. Granted Dec. 27.

Deletions . . .

TWO FM authorizations reported by FCC last week. Total withdrawals to date since Jan. 1: AM 35; FM 106; TV 3.

KVOB-FM Alexandria, La.—Central La. Bcstg. Corp. License Dec. 20. Request of licensee.

WFMC Goldsboro, N. C.—Southern Radio & Tele. License Dec. 18. Will devote time to other broadcast facilities.

New Applications . . .

AM APPLICATIONS

Sanford, N. C.—Waldo W. Primm, 1360 kc, 1 kw day. Estimated construction cost $14,790. Mr. Primm, individual applicant, was until Dec. 1950, 25% stockholder, president and general manager WWGB Sanford. Filed Dec. 18.

St. Louis, Mo.—Hawthorn Bcstg. Co., 1230 kc, 250 w unlimited. Estimated construction cost $41,000. Principals in Hawthorn include: Leonard P. Frankel, sales manager WEW St. Louis, president 49% plus; J. A. Johnson, employe WTAX Springfield, Ill., secretary-treasurer, 49% plus; James E. Cook, vice president, 8/10% and Fitzhugh Lee Price, vice president 8/10%. Filed Dec. 18.

Fostoria, Ohio—Seneca Radio Corp., 1430 kc, 1 kw fulltime. Estimated cost of construction $40,000. Applicant is licensee FM station WFOB Fostoria. Andrew Emerine is president. Filed Dec. 19.

Detroit Lakes, Minn.—Detroit Lakes Bcstg. Corp., 1050 kc, 1 kw day. Estimated construction cost $16,921. Principals include: R. C. Brown, stockholder, general manager KXRA Alexandria, Minn., and owner American Institute of the Air, president 40%; Beverly I. Hutton, treasurer 40%; Frederick A. Hay, owner Fred Hay, drug store, secretary 20%. Filed Dec. 12.

Wilmington, N. C.—Wilmington Bcstg. Service, 1400 kc, 250 w fulltime. Estimated construction cost $9,500. Principals include: Jack Siegel, 33⅓% interest in WLOW Norfolk, Va., and WELS Kinston, N. C.; William M. Carpenter, station manager WLOW; Joseph B. Matthews, 25% interest in WIRK W. Palm Beach, Fla. and business manager WLOW; and William Manrov, owner Stephan's Luncheonette. Dec. 13.

FCC Actions

(*Continued from page 74*)

ecisions Cont.:

nd conclusions.

KID Idaho Falls, Ida.—Granted petition requesting that transcript of testimony in proceeding upon application e corrected in various respects.

WTOD; Midwestern Bcstg. Co.; Toledo Blade Co.; Radio Corp. of Toledo, ll Toledo, Ohio, and Rural Bcstg. Co. f Ohio, Oak Harbor, Ohio—Ordered at further hearing in this proceeding e scheduled for Feb. 26, 1951, in ashington, D. C.

By Examiner Jack P. Blume

Charles H. Chamberlain, Bellefonine, Ohio—Granted continuance of aring in proceeding upon application om Dec. 19, to Jan. 3, 1951.

Sports Policy

(*Continued from page 15*)

nighttime radio, sports and entertainment admission, partly due to 6 million new TV owners—but all are still enjoying one of the best years on record.

"I think the real answer to this entire television controversy is the kind of country we live in. If we lived in a static economy that had stopped growing, then the introduction of a powerful new force like television might well hurt many things. But a nation that has produced 17 million new family units and more than doubled their incomes in the last 10 years can still find a prosperous place for established industries as well as rapidly expanding new ones."

Reminding that 1950 can be called the "peak danger period in the effect of television," Mr. Jordan said, "all of our studies have shown that the greatest harm to reading, outside entertainment and sports attendance comes during the first year of ownership. After that the novelty and cost wear off and normal habits tend to return in many homes.

"There probably never will be another period with such a large group of owners of less than a year. Television set sales probably will drop in 1951 as a combined result of national defense restrictions and the FCC freeze on new TV markets. Even if the industry could produce and sell another 6 million sets, the majority of owners would be out of the novelty stage when television hurts most."

In discussing impact of TV on sports Mr. Jordan offered figures from 1950 baseball attendance. These figures show that the loss in paid admissions per game in major league parks decreased as the season progressed despite the installation of 600,000 new TV sets every month. This would not have happened if TV's harm had been permanent, he asserted.

Football attendance at colleges has set the best record of any major form of outside entertainment, Mr. Jordan said, hitting its all-time peak in 1949. Even if it is off between 6% and 7%, as a United Press survey indicates, it will still have the second best year in its history, he said.

Mr. Jordan explained that his continuing Philadelphia area sports study should give the first clear answer to the controversial issue of TV's effect on sports attendance. Football has been televised in that city for 11 years, with highest TV saturation in the world.

Football Highest

Based on five-year attendance figures furnished by 18 colleges, Mr. Jordan estimated more people paid to see college football in the area than in any other 60-mile TV territory, averaging more than a million admissions a year.

Attendance in 1950 was 11% below 1949, with seven fewer games played, he said. Most of the current loss was traced to four large colleges—Pennsylvania, Princeton, Temple and Villanova—and about a third came on the stormy day of Nov. 25 when the area was crippled by a record gale.

Six of the 14 smaller colleges increased attendance in 1950 over 1949 despite declines in student enrollment, bad weather and general economic leveling out, he said.

"Fifty-one percent of all the families and probably three out of every four football fans in this area now own TV sets," Mr. Jordan said, estimating that the loss due to TV was not more than 6%. "Even this loss might be temporary as most of the families will be out of the novelty stage in 1951.

"It just doesn't make sense to force a national ban on this Philadelphia area now and never find out whether television will be helpful or harmful to football after the novelty has worn off. The public wants to know the actual facts from practical experience, not opinion. Philadelphia can furnish these facts in 1951."

Colleges should utilize the full promotional values of television on many of their activities as one way to broaden public relations, according to Mr. Jordan. "The years immediately ahead are going to be tough on many colleges. Student enrollment, according to the *New York Times* survey, is down 7.4% and may continue to drop for another two years.

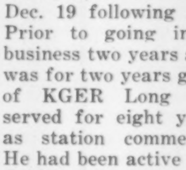
"Rising costs and lowered income are creating severe financial problems. Most colleges are now engaged in public fund-raising drives to assist them in nearly $3 billion worth of needed construction.

"Television, if it does not hurt attendance, may prove to be a fine medium for bringing the public closer to college activities."

Mr. Jordan is author of "The Long-Range Effect of Television on Family Habits," "The Long-Range Effect of Television and Other Factors on Sports Attendance" and "Analysis of 1950 Baseball Attendance." He is son of C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Lee F. Wynne

FUNERAL services for Lee F. Wynne, 52, partner in Wynne-Alexander Adv. Agency, South Pasadena, Calif., were held Dec. 22 at Forest Lawn Memorial Park in Glendale, Calif. Mr. Wynne died Dec. 19 following a heart attack. Prior to going into the agency business two years ago, Mr. Wynne was for two years general manager of KGER Long Beach, having served for eight years previously as station commercial manager. He had been active in the Southern California Broadcasters Assn. Mr. Wynne is survived by his widow, Mrs. Dorothy M. Wynne of Durante, Calif.



NANCY McIVER
TRAVELS THE WORLD

(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available

MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

Representatives

(*Continued from page 30*)

the New York office of Ra-Tel Representatives Inc. "Radio will benefit from defense preparation pressure at the expense of printed media. The secondary markets and stations will have a greater share of the increased volume than the major and long-established outlets."

"A 10-15% increase in radio and a good rise in TV advertising business" is seen for 1951 by F. E. Spencer, manager of George P. Hollingbery Co., New York. He believes that "war or no war, business for the year 1951 will be very good."

Joseph McGillvra, president of Joseph Hershey McGillvra Inc., New York, reports that "in view of the prosperity that spot radio has enjoyed for the past six months, together with the fact that renewals for 1951 have hit a high level, it is our contention that 1951 should be a good year for spot radio. There is a great deal of resistance on the part of advertisers to high talent costs and it is our guess that there will be greater demands on the part of advertisers for locally built and produced shows, because of this condition."

Good Increase Seen

An increase of 10% to 15% in AM business is seen by Max M. Everett, president of Everett-McKinney Inc., New York. "Our experience shows us," he says, "that in wartime periods advertising does not suffer. It continues and sometimes shows substantial increases in volume. There's no reason why the present war situation should change what has been true in similar periods."

At Headley-Reed Co., New York, Sterling B. Beeson expects AM business to increase by about 20%. He says "radio and general business prospects appear healthy for 1951. . . ." In television, William Faber feels overall business will increase during the year. "Our emphasis in 1951 will be on the sale of daytime television," he reports.

"AM radio should be much better in non-television markets," in the opinion of William K. Dorman, general manager of John H. Perry Assoc., New York. He feels "AM networks will have to devote more attention to selling smaller, non-television markets to make up for loss of volume sustained in the larger television markets. In some markets radio should get a boost because of newsprint shortages."

KVOL
Lafayette, La.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50
WRITE
Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

Wythe Walker, president, The Walker Co., New York, is "very optimistic" about business prospects for 1951, "apart from the international situation."

Increased gains for television are seen by George P. Hollingbery, president of George P. Hollingbery Co., Chicago. "Based on present predictions," he feels, "the advertising business as a whole will be very fortunate to come within 10% or 15% of its 1950 record." He also reminds that advertising's primary function is to sell merchandise and "we shouldn't sit and wait for excess profits advertising to take care of us during the emergency."

Mr. North

Mr. Hollingbery

"National spot business will be very good," John North, vice president of Radio Representatives, Chicago, feels. "Even though there may be a shortage of goods, more promotional and institutional copy will be used. Another encouraging prospect is the shortage of newsprint." He predicts that "with newspapers already over taxed in handling orders for increasingly large displays, much of the client's appropriation will be shifted to radio." Radio spot supplementing network TV programs also will gain in 1951, Mr. North feels.

TV May Double

AM business will continue to increase and television will probably double, according to Joseph J. Weed, president, Weed & Co., New York. "If the international situation does not seriously worsen," he says, "we anticipate continued good business in both AM and TV spot broadcasting."

Donald Cooke, president of Donald Cooke Inc., New York, is "very optimistic about the prospects of radio and TV in 1951. There will be, I believe, a slight increase in radio and a tremendous rise in TV business." He predicts that curtailment of TV set production will not have any drastic effect on the industry.

Favorable increases in national spot business during the coming year are seen by Frank M. Headley, president of H-R Representatives Inc., New York. Transit Radio, which the firm represents, is expected to extend the gains made in 1950.

Peggy Stone, vice president of Radio Representatives Inc., New York, sees a 25% general business increase in 1951. A great deal, however, depends "upon the legislation passed regarding prices, wages and excess profits," she feels, "and the answer can be either that business will be excellent or at a standstill."

AM business is expected to gain by Paul H. Raymer, president of Paul H. Raymer Co., New York, who feels "general business will continue at the present rate of increase through 1951."

"There is little doubt that all media are in for a hectic, though in most cases, profitable year," Robert Meeker, president of Robert Meeker Assoc., New York, states. Although he sees shortages, controls and a loss of skilled personnel as 1951 progresses, Mr. Meeker feels "current indications from Washington are favorable to advertising and to the part broadcasters must play in the national emergency. With the radio audience definitely increasing, the pressure for reduced AM rates is subsiding" and he looks for an increase in his firm's business. "Because of the slackening in set production," he says, "it's to be expected that TV rate increases will taper off some but we believe that most TV stations will have little choice time available in the foreseeable future."

James V. McConnell, director, NBC National Spot Sales Dept., New York, says "1951 promises good business, subject to limitations imposed by the preparedness program."

Cites Steady Climb

The steady climb of television prompts Ralph E. Dennis, manager, ABC TV Spot Sales, to predict "that our TV spot business will increase by 50% in 1951, and the present advertisers in all classifications will be responsible for that increase as well as many new businesses which have not yet used TV." Daytime video also is expected by Mr. Dennis to increase although "the degree to which the increase in business is made will depend on general world conditions."

Earl Salmon, manager of ABC AM Spot Sales, says "we expect a very good year in 1951 for spot radio."

George Bolling, president of the Bolling Co., New York, makes this observation: "We believe that the new year looks very encouraging. We look for a general increase in national business, with perhaps a slight decrease on the local level when goods and commodities become scarcer or are placed under control. If the government freezes production with a pronounced effect on TV sets, radio will receive a marked increase in business.

"Regarding television, the continuation of the big bonanza in time sales which is on now depends upon the continuation of set sales or increased viewing hours. If manufacturing is restricted severely then, the greatest opportunity for increased time sales is in the increase in viewing hours."

Burt Sears, of Sears & Ayer Inc. Chicago, predicts that "new type accounts will be developed in 1951 to take the place of standard advertising. Already . . . specialty accounts are on the increase. I we all dig in for the emergency we should have as good a year a '50. if not better."

The future of Transit Radio i bright, in the view of Carli French, vice president of H-R Representatives Inc., Chicago, whic represents the service. He report that six new cities have been signe within the last four weeks, a though they will not be announce for a while, and feels that 15 to 2 other stations will be added withi the next two months. "Agency me know what we're talking abo when we're selling—for the firs time," he says, and he feels tha Transit Radio will continue to e pand both in service areas and a counts.

Advertisers Waiting

Sam Cook Digges, Chicago sale manager, television, CBS Radi Sales, feels that "any time an a vertiser, due to the war situatio drops out of Class A time, ther will be many other advertisers, n so drastically affected, waiting t step into his time. Therefore, Clas A time should continue to be at premium—with availabilities a most non-existent." Daytime tele vision also will continue to prospe he reports, with this medium toda "just about where nighttime tele vision was three years ago."

Radio will continue to advan in 1951 and greater buying pow is in prospect due to the war situ tion. This is the view expressed R. Butche, manager of Continent Radio Sales, Philadelphia. A though some accounts are movin into daytime radio as the result television, he feels both will pro per in the coming year.

On the West Coast and in t Southwest, areas notable for th recent gains in both population a business activity, national rep sentatives are highly enthusias about the prospects for 1951.

Approximately 60% of the We Coast representatives queried s they expect the new year to bri greater revenue for radio th 1950. The average gain is expect to be about 17%.

The majority, 76%, of those pressing an opinion on the futu of local radio said they expect to gain an average of 11%. Sp radio was expected to increase 63.6% of the West Coast rep sentatives. The average gain w pegged at 15%. The network p ture is much less decisive.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS
CLEAR CHANNEL
LOS ANGELES - SANTA MONICA CAL

those expressing an opinion, 41.6% said they felt it would remain the same while 35.3% said this type of business probably would decline in 1951.

Lincoln P. Simonds, Pacific Coast manager of Weed & Co., Hollywood, said 1951 should be a good year "for the sale and advertising of all available goods and services" in his area and that AM and TV "will merit an ever increasing share of the advertising dollar in sharp-buying 1951 media purchases."

Predicting increased radio expenditures all along the line, Guy Biddick, manager of Walter Biddick Co., Hollywood, said he is sure "national spot sponsors will not have the ready availabilities on some stations as schedules will be filled to capacity, and it is quite possible that many stations will have a waiting list of potential sponsors."

A more cautious note is sounded by Harry H. Wise Jr., West Coast manager of George P. Hollingbery Co., Los Angeles. He says that despite the war situation, with its resulting cutbacks in production, 1951 should be "equally as good a year as 1950 from the standpoint of radio and television volume."

An increase in revenue is predicted by Clark N. Barnes, West Coast manager of Burn-Smith Co. Inc., Los Angeles, who said: "In AM radio, national accounts will maintain or increase their advertising budgets even though their products may be unavailable. Goodwill and commercial copy 'in the public interest' will prevail."

Although the shortage of materials will curtail the introduction of new products, established lines will continue their advertising campaigns which will probably become more institutional in nature. This is the opinion of Jack Gale, Southern California manager of Paul H. Raymer Co. Inc., Hollywood. "If there is any decline in spending by national advertisers, it will probably be offset by local advertisers who will be competing more energetically than ever for the consumers' dollars," he said.

Increased competition is seen in 1951 by Hal H. Hoffman, San Francisco manager of Forjoe & Co. He expects general business in the coming year to be fairly stable and says "there probably will be more institutional advertising than last year."

YEAR 'ROUND SELLERS

LOOKING over the first issue of the *Merchandiser* are George C. Collie, (l), merchandising manager WOAI-AM-TV San Antonio, and Gus G. Heinz, sales manager for the San Antonio Drug Co. Copies of the monthly publication published by the station will be mailed by the drug company to all dealers on its list. The paper, which spotlights radio and television advertising campaigns, is planned to promote sales of drug products in the southwest Texas area.

Greater radio appropriations for 1951 are seen by Don Staley, manager of the San Francisco office of The Katz Agency, as a result of the war situation on the production of TV sets and the freeze on video stations. Citing the advantages of spot radio, he feels "more advertisers will use it, especially in areas where TV penetration is not yet great."

Under present war conditions, W. S. Grant, president and general manager of W. S. Grant Co. Inc., San Francisco, says "business in 1951 should increase materially over 1950." If we go into all-out war, however, he cites experiences of the last war which "created a consumer shortage that was reflected in advertising both in the local field and in the national field, and was particularly felt in the secondary markets."

Lindsey Spight, vice president of John Blair & Co., San Francisco, evaluates the situation this way: "If general business continues through 1951 at the rate of the last quarter of 1950, radio should have a big or bigger year . . . The most promising classification is national spot advertising (ideal) for clients who are diverting at least part of their appropriations from network radio to TV but still need the power of audio selling in non-television markets plus mass circulation. . . ."

Increased appropriations in both radio and television are seen by Buell Herman, southwest division manager of Edward Petry & Co., Dallas. "If we get further into war, and as emergency conditions tighten," he feels "we're probably going to see a lot of new substitute products which will be promoted. Business volume will be very heavy, but much of it will be directly from the government."

"There is no chance for business to decline in the southwest in 1951—business generally and radio and television business in particular." This is the evaluation given by Joe Evans, southwest manager of Free & Peters Inc., Fort Worth. Citing the industrial and economic growth of the area, he says they combine to mean "good advertising business in 1951."

Barring all-out war, the national representatives in New England see another good year for radio and television advertising. Bertha Bannan, owner of her own firm in Boston, feels that "under 1950 conditions, more or less, the future of AM radio should be definitely improved. . . . TV certainly will not stop growing. . . . Extra money for TV will not come out of AM radio, in my opinion."

Cautious View

Dana Baird, Boston manager of Weed & Co., takes a cautious view of the future in the light of the ever-changing war picture. He says, however, "if we do not have all-out, global war, I suspect the industry will enjoy a good year in 1951."

Predicting a general increase in broadcast appropriations for 1951, Harold V. Barrett, manager of the Detroit office of Headley-Reed, says: "If no war, I still think the general overall picture will be up for both radio and TV."

"Short of war 1951 should be a terrific year," in the opinion of William Bryant, Detroit manager of Free & Peters.

In Canada, the consensus among representatives is that radio appropriations will expand in 1951. "Immediate prospects for selective radio placements are the highest in history, with no curtailment as yet evident," according to R. A. Leslie, president, National Broadcast Sales, Toronto and Montreal.

Andy McDermott, sales manager, H. N. Stovin & Co., Toronto, reports that the bulk of the radio business is going to major cities, with many stations sold out. Smaller stations, he says, are getting heavy local business. "Regional networks, especially French language, will increase their revenue in 1951," even under war economy.

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•

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FOUR ABC DISTRICTS ELECT COMMITTEEMEN

ELECTION of new committeemen for ABC's Stations Advisory Committee in Districts 2, 4, 6 and 8 were announced by James H. Connolly, network radio stations director. J. P. Williams, WING Dayton, Ohio, elected for District 2, with alternate to be named. T. B. Lanford, KRMD Shreveport, La., for District 4, with Henry P. Johnston, WSGN Birmingham as alternate.

Frank C. Carman, KUTA Salt Lake City, for District 6, with Willard L. Kline, KEPO El Paso, Tex., as alternate. James W. Hicks, WCOS Columbia, S. C., for District 8, with Owen Uridge, WQAM Miami, as alternate. New members were elected for two years, beginning Jan. 1.

STANTON, McCONNELL ON 'LOOK' AWARDS PROGRAM

SPECIAL hour-long *Look* TV awards will be presented on *Ford Theatre* at its regular time on CBS-TV Jan. 12 with Frank Stanton, CBS president, Joseph McConnell, NBC president, and Gardner Cowles, publisher of Cowles magazines, as guests.

Two network presidents appear to accept *Look's* special award for United Nations television coverage. List of award winners who will perform on show include Ed Sullivan, Mel Allen, Charles Andrews, Sid Caesar, Connie Desmond, Faye Emerson, Dave Garroway, Arthur Godfrey, Max Liebman, James McNaughton, Worthington Minor, Robert Montgomery, Jimmy Powers, Franklin Schaffner, John Cameron Swazey and Paul Tripp.

FINALISTS SELECTED FOR DEMOCRACY CONTEST

TWELVE finalists for annual Voice of Democracy contest, screened from million-and-a-half entries, announced Friday by Robert K. Richards, NAB public affairs director and chairman of joint VOD Committee. Four of winners will be picked by board of judges (early story and photo, page 21).

Finalists, selected from state winners, follow: Ricardo Romulo, District of Columbia; Robert D. Conrad, Kankakee, Ill.; Richard Orville Bell, Hutchinson, Kan.; Norita Newbrough, Baton Rouge, La.; Pegg Janney, Sandy Springs, Md.; Robert Burnett, St. Louis; John Richard Graulich, Peekskill, N. Y.; Barbara Coats, Yankton, S. D.; Richard A. Thompson, Amarillo, Tex.; Bill Wilson, Seattle; Marvin Martin, Kenosha, Wis.; Bob Smith, Laramie, Wyo.

WCBS-TV RATE INCREASE

EVENING one-hour one-time rate for WCBS-TV New York is set at $3,250 under station's Rate Card No. 9, effective Jan. 1. Class B time, 5:30-6:30 p.m., weekdays, 1-6 p.m., Saturday and Sunday, is $2,437.50 an hour; all other times are $975 an hour. Sound film announcements, either 20-second or one-minute, priced at $675 in Class A time, $425 in Class B and $175 in Class C, with 8-second station breaks at 55% of those rates.

EXAMINER WOULD LIMIT CHURCH OWNERSHIP

FCC EXAMINER J. D. Bond held Friday that, under First Constitutional Amendment, established church bodies may not be licensed to operate broadcast stations if their radio purpose includes furthering their religious interests.

Observers felt ruling, if allowed to stand, could have far-reaching effects on existing church-owned stations—of which there are score or more in AM field and approximately same number in FM—as well as on church applicants. It would also seem to block current FM plans of Baptist General Convention of Texas and Southern Baptist Convention, which are seeking creation of class of 10-w noncommercial FM stations.

Examiner Bond reached his conclusion in 72-page initial decision in which, for different reasons, he looked toward denial of rival AM applications of Reorganized Church of Jesus Christ of Latter Day Saints and of Kansas City Broadcasting Co., seeking new stations in Independence (Mo.) and Kansas City, respectively. Initial decisions become effective in 40 days unless appealed to Commission.

On question of church-state separation as applied to station ownership, Mr. Bond said in part:

> **It is the Hearing Examiner's conviction that the First Amendment forbids that this Commission, an arm of the Federal Government, should employ the public interest concepts entrusted to it by the Congress in measurement of the broadcast service proposed by an applicant which is an established church body whose intended use of the broadcast station includes the purpose of fostering the church's religious interests.**
>
> **This government must hold inviolate the absolute right of the Reorganized Church to espouse its religious cause and in relation thereto, to interpret the needs of the public interest as the scruples of its conscience and judgment dictate. The church's proposed radio broadcast policies and practices so evolved may not by this governmental body be either approved or disapproved in the name of the public interest, convenience or necessity . . .**

Examiner Bond's original initial decision, which made no findings on church-state question, was set aside by FCC and remanded for further holdings on other issues [BROADCASTING • TELECASTING, July 3, 1950]. Both applications seek 1380 kc, 5 kw day. Examiner Bond held application of Reorganized Church—which in 1925-29 was licensee of KLDS, now KMBC Kansas City—must be denied because one director is alien. He said Kansas City Broadcasting's application should be denied because "a corporation operated under the business concepts and practices as related and exhibited by [its] corporate officers lacks the ability to operate a radio broadcast station in the public interest." Company is headed and controlled (50.125%) by Minister Wendell Zimmerman.

LARRY PARKE TO PEARSON

LARRY PARKE, New York representative for International Artists Reps., London, to Pearson Adv. Agency, New York, as director of radio and television.

Closed Circuit

(Continued from page 4)

GRIFFIN SHOE POLISH through Bermingham, Castlemann & Pierce, New York, kicked off annual radio spot campaign in Florida resort area last week and will follow seasons, moving from South to North, with further campaigns scheduled to start in January.

ALTHOUGH final tabulation of nationwide TV critic votes not to be completed until Tuesday, John Cameron Swazey will be winner of first monthly "Mighty Monarch of the Air" TV award, as newscaster with "freshest, newest and most informative" TV technique Award made by Majestic Television & Radio Corp., New York, with next month's going to "best daytime-TV broadcaster."

MONARCH FOODS, Chicago, through Weiss & Geller, Chicago, currently contemplating "personality-type" shows for radio or television series. Advertiser plans to switch from magazines to radio or television starting after first of year.

GENERAL MILLS considering sponsoring television version of its radio show, *Live Lik a Millionaire*, currently on NBC, through it agency, Knox Reeves. Show is Masterson Reddy & Nelson package. TV counterpart would be half-hour and is understood to b going on CBS-TV.

ATTEMPT by ANPA Bureau of Advertising t show department store sales nosedived during month-long Pittsburgh newspaper strike receiving careful scanning by BAB. National BOA campaign meticulously avoids mentio of fact that stores hit by suspension were largely non-radio users dependent on newspaper advertising.

MATERIALS FOR COLOR TV REQUESTED BY STANTON

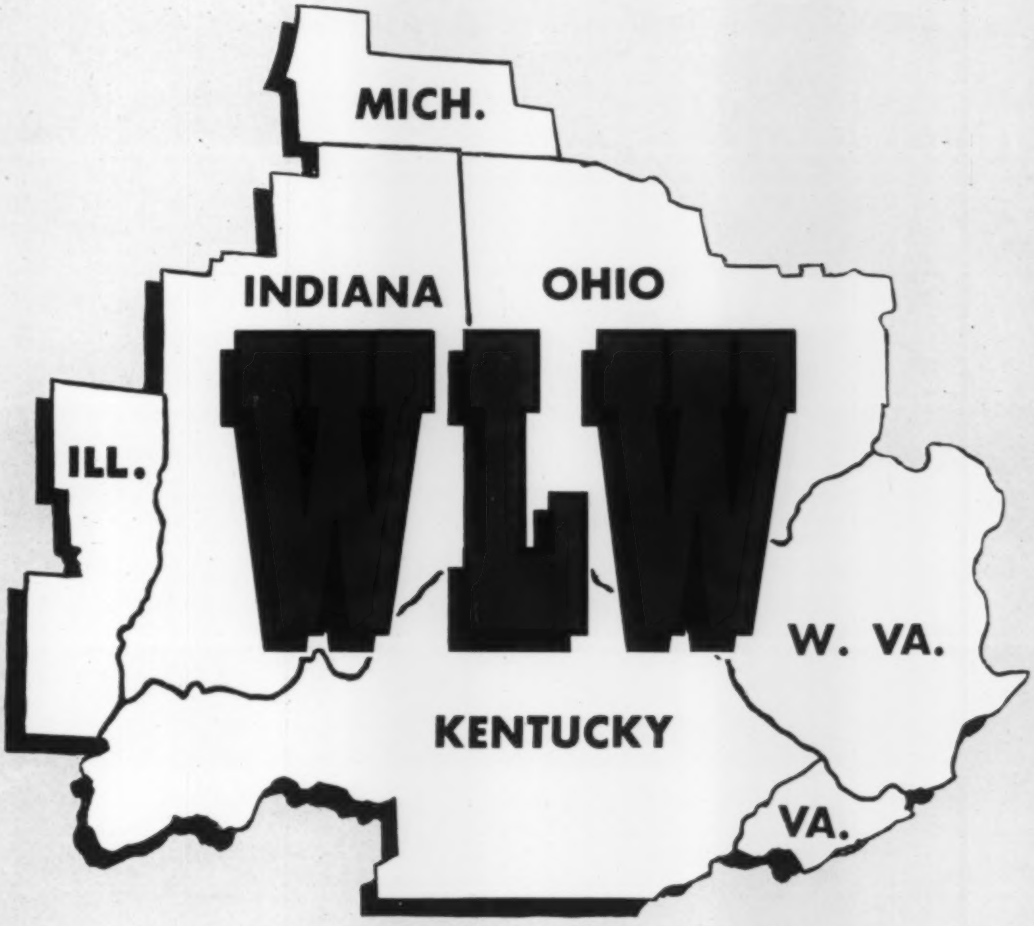
CBS PRESIDENT Frank Stanton asked National Production Authority Administrato William H. Harrison Friday that color TV b allowed to "share materials with standar black-and-white television and other consume products."

President Stanton's request stemmed fro news reports that radio-TV industry applianc group had called on NPA to forbid use o critical materials for color TV [BROADCASTIN • TELECASTING, Dec. 25, 1950]. Mr. Stant felt this was "one more effort to block colo television," and said he thought it possible fo color TV to "gain a start during the curre emergency" without impeding mobilizatio effort. He asked opportunity to discuss question with NPA "if the NPA has the eliminatio of color television under consideration."

TRANSIT HEARING SET

TRANSIT RADIO legal battle to be aired Ja 29 in oral argument before U. S. Court of Appeals for District of Columbia, on *Pollak & Martin vs. PUC*. Appeal stems from dismissa of complaints by U. S. District Court in December 1949. Principals in suit, Washington attorneys Franklin S. Pollak and Guy Marti on own behalf also filed complaint with FC in early 1950 and later filed supplemental request for hearing on license renewal bid o WWDC-FM Washington, local transit radi outlet [BROADCASTING • TELECASTING, Feb. 1 April 17, 1950].

JOSE DI DONATO, formerly director o Edward Petry's national TV operations, joi Robert W. Orr Assoc., New York, as direct of radio and television.



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